

# A HISTORY OF RED BEE MEDIA.

Red Bee is born in media. Take a walk through our journey from the beginning up to the present day.

## GROWTH STAGE



**BBC** Broadcast

2002

Red Bee dates back to **2002**, when BBC Broadcast Limited was created as a subsidiary to the BBC.

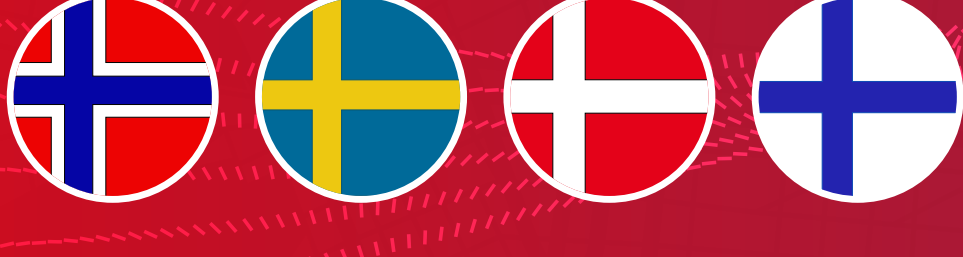
2005

In **2005** the company was sold to Macquarie Group in Australia and renamed Red Bee Media.



2007

Ericsson enters the market by winning its **first broadcast services contract** with CMore in the Nordics.



60+

Languages covered across hundreds of channels via Red Bee Media.



500+

Over 500 TV channels worldwide 24/7.



2,300

Red Bee Media has over 2,300 media experts.

## ACQUISITION STAGE

2011

Ericsson acquires Technicolor Broadcast Services in France, The Netherlands and the UK.

technicolor



ERICSSON



2014

Ericsson acquires Red Bee Media.

2016

Ericsson acquires FYI Television in the USA.



900+

Over 900 customers worldwide.



200 THOUSAND

Provides over 200,000 hours of captioning each year – more than 70,000 hours of which is live.



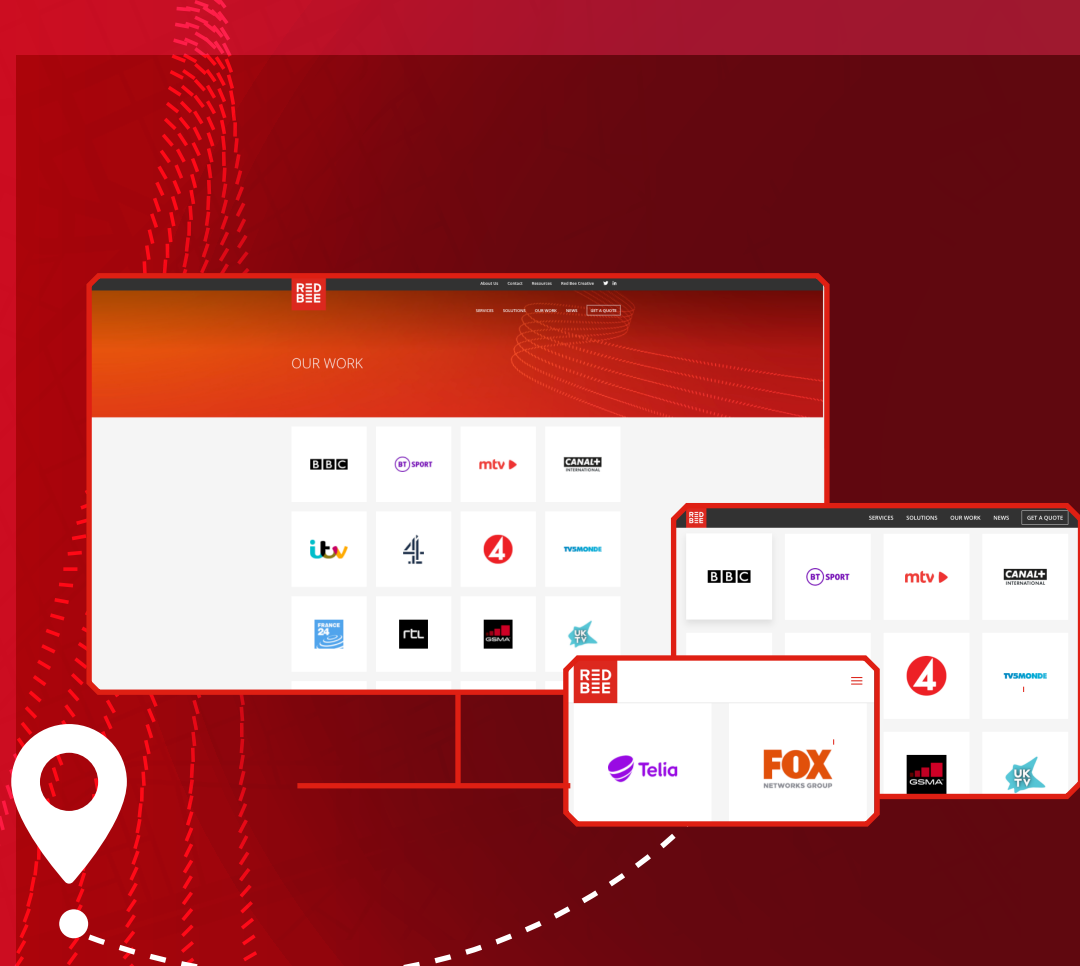
10M

Content Discovery database spans over 10 million movies and program titles.

## TRANSFORMATION STAGE

2017

Re-launch of Red Bee Media and the start of a transformation journey towards a scalable platform-based business.



WOW. AND NEXT.

Now you know our journey, find out who joined us on the way. Here are just a few select brands we work with.