

NAGRA SELECTED BY DEUTSCHE FUßBALL LIGA TO FIGHT ILLEGAL ONLINE CONTENT SHARING OF THE BUNDESLIGA

- NAGRA will provide DFL with anti-piracy services to fight illegal live (IPTV) streaming of the organization's Bundesliga and Bundesliga 2 games for the 2017-18 season
- DFL will leverage NAGRA's expertise in worldwide global intelligence, IPTV monitoring, takedown and litigation services
- Win solidifies NAGRA's position as a key partner in the protection of live premium sports events

CHESEAUX-SUR-LAUSANNE, Switzerland – September 13th 2017 - NAGRA, a Kudelski Group (SIX:KUD.S) company and the world's leading independent provider of content protection and multiscreen television solutions, today announced that the [DFL Deutsche Fußball Liga GmbH](#), the German football league, has selected NAGRA as a partner in its fight against illegal content sharing of live Bundesliga and Bundesliga 2 matches over the internet via IPTV.

As IPTV piracy has grown exponentially and becomes mainstream news in recent months, the DFL has chosen to leverage NAGRA's anti-piracy services and global intelligence network to track, monitor and stop illicit sharing of the league's Bundesliga championships for the 2017-18 season. This will protect the value of Bundesliga and Bundesliga 2 matches for both the DFL and DFL licensees around the world.

"Piracy today takes on many different forms, in particular with plug-and-play, Kodi add-on-based devices capable of streaming content to the big screen. A new approach is required to fight illegal online content distribution and return viewers to the legitimate video value chain," said Frédéric Guitard, Vice President Anti-Piracy NAGRA. "We are excited to partner with the DFL and provide them with the latest tools and strategies to limit the impact of piracy on their business and preserve their content investment. NAGRA's unique combination of forensic watermarking, takedown capabilities, technical countermeasures, legal actions and global network provides the DFL with the right foundation to beat piracy at its source."

NAGRA Anti-Piracy Services enable sports rights holders, content owners and service providers to understand and manage today's piracy ecosystem and the various piracy methods in operation around the world – from key sharing to content sharing and streaming (IPTV) piracy. They provide deep intelligence about global pirate networks with real-time monitoring, takedown and litigation capabilities to counter illegal online content and protect a content owner's bottom line. Combined with the company's industry-leading content protection technologies card-based and cardless conditional access and NexGuard forensic watermarking, they help both service providers and content owners create the ultimate closed-loop approach to piracy to secure, mark, monitor, detect, identify and act.

NAGRA end-to-end content value protection for the entire pay-TV ecosystem that combines content protection for any network and any device with [NAGRA Anti-Piracy Services](#) and watermarking by [NexGuard](#) will be demonstrated on the NAGRA stand, Hall 1.C81, at [IBC 2017](#) in Amsterdam (15-19 September 2017). For more information on NAGRA's IBC presence, please visit dtv.nagra.com/ibc.

About the DFL

The DFL Deutsche Fußball Liga is responsible for the organisation and marketing of professional football in Germany. They draw up the fixture lists not only for the 612 Bundesliga and Bundesliga 2 games each season, but also the promotion/relegation play-offs and the Supercup, and handle the organisational side of player transfers. Furthermore, the 36 professional clubs have given the DFL the task of marketing the media rights for these games both domestically and globally.

About NAGRA

NAGRA, a digital TV division of the Kudelski Group (SIX:KUD.S), provides security and multiscreen user experience solutions for the monetization of digital media. The company offers content providers and DTV service providers worldwide secure, open and integrated platforms and applications over broadcast, broadband and mobile platforms, enabling compelling and personalized viewing experiences. Please visit dtv.nagra.com for more information and follow us on Twitter at [@nagrakudelski](https://twitter.com/nagrakudelski).

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