



Kompas Gramedia launches K-Vision; Conax enhancing the new pay-TV brand with highly flexible content revenue and service protection

New pan-Indonesian DTH platform leveraging FIFA World Cup broadcasting rights to launch colorful bouquet of secure content packages on scalable platform developed for easy expansion to additional business models such as multiscreen and multi-network content delivery

Singapore, June 16th, 2014: Conax, a leading provider of total service protection for media and entertainment services and now a part of the Kudelski Group (SIX:KUD.S), today announced its contract with Kompas Gramedia Group to provide advanced content protection for the Indonesian media giant's newly launched pay-TV brand, K-Vision. Conax has delivered the Conax Contego Plus™ highly scalable and unified security back-end for future-oriented, total protection of K-Vision's new DTH platform. The solution will enable monetization of the operator's FIFA World Cup broadcasting rights in Indonesia, rapid deployment of new services and positioning for building a highly profitable brand in the vast Indonesian market. The operator has thus far launched DTH-DVB S2, MPEG-4 for SD services.

Roll out began in Q1 2014, with a roadmap to deploy HD services throughout the country moving forward. To satisfy the demands of content savvy consumers, the new platform will enable K-Vision to easily extend its DTH network to include hybrid networks and new business models, such as multiscreen services as its business grows.

Asia's next big DTH market

Indonesia is the world's fourth most populous nation with 248 million people. With 50 million TV households and a pay-TV penetration of approximately 4%, Indonesia is often referred to as Asia's next big DTH market, superseded by only China and India. DTH is the dominant platform in Indonesia with over 80% percent market share. According to Satellite Today, DTH in Indonesia is anticipated by market players to have potential to reach 22 million subscribers.

The largest media network in Indonesia, Kompas Gramedia Group's new K-Vision platform is positioning to take a substantial piece of the pie by, entering the market with the highly desirable 2014 World Cup Broadcasting Rights for Indonesia. K-Vision is gearing up to offer 65 international channel in SD and HD and several local channels, in addition to a wide offering of sports channels, based on a broad transmission network across Indonesia.

Mr. Harya Pratama, Executive Director, K-Vision, "With the group's ambitious plans to optimize the tremendous growth opportunity in Indonesia with completely new brand and offering, we chose to work with security partner Conax based on its strong security track record, scalable solutions and broad network of technology partners. The flexibility of the advanced, proven content security back-end and advisory role provided by Conax will enable K-Vision to easily grow with new business models and content package distribution technologies to further develop our business with lucrative product differentiation and advanced marketing strategies."

"Conax is honoured to be chosen by the prestigious Kompas Gramedia Group, Indonesia's largest media group, to secure content revenues and development of the new K-Vision brand using the flexible Conax Contego Plus™ technology," says Are Mathisen, VP APAC Sales, Conax. "Conax' dedicated team has worked closely with the with highly skilled professionals at K-Vision and leading technology partners to deploy a brand new pay-for content platform differentiated by the latest technology for enabling secure, dynamic SD and HD quality content offerings. The K-Vision platform has been developed for flexibility and scalability to enable smooth integration of additional new features, services and business models as the K-Vision brand grows, such as content consumption over multiple devices."

Flexible Secure Clients for an expanding TV universe– Based on the Conax Contego™ backend, Conax provides a broad portfolio of future-proof Secure Clients for world-class content security for any

device, with or without Smart Cards, designed to support operators of any size; small, medium and large, delivering world-class security to satellite, cable, terrestrial, IP and OTT networks.

About K-Vision TV (www.k-vision.tv)

Owned by Kompas Gramedia , K-Vision is a subscription-based TV company under the Prepaid Group of Reuters Television. K-Vision is prepared as one of TV subscription that will change the paradigm of the oriented Indonesian consumers become price oriented features. Currently, many pay-TV subscription models in Indonesia rely on low prices and a limited variety of channels. K-Vision comes with a new, revolutionary strategy by positioning itself with subscription-based TV features at a competitive price. Presenting the flagship broadcast programs, both local and international shows, filled with entertainment, inspiration, information, and knowledge in all aspects of life.

About the Kudelski Group and Conax

The Kudelski Group is listed on the Swiss Stock Exchange (SIX:KUD:S). It is a world leader in digital security; its technologies are used in a wide range of services and applications requiring access control and rights management to secure the revenues of content owners and service providers for digital television. The Group also offers cyber security solutions and services focused on helping companies assess risks and vulnerabilities and protect their data and systems. The Kudelski Group is a technology leader in the area of access control and management of people or vehicles to sites and events. The Group is headquartered in Cheseaux-sur-Lausanne, Switzerland. For more information, please visit www.nagra.com.

A part of the Kudelski Group, [Conax](http://www.conax.com) is a leading global specialist around the total service protection for digital TV services over broadcast, broadband and connected devices. Conax provides telcos, cable, satellite, IP, mobile and terrestrial and broadband operations with the innovative, flexible and cost-efficient solutions to deliver premium content securely and positioning to capture new market segments. Headquartered in Oslo, Norway, ISO 9001 & 27001 certified, Conax technology enables secure content revenues for 390 operators representing 140 million pay-TV consumers in 85 countries globally. For more information, please visit www.conax.com and follow us on [Twitter](#) and [LinkedIn](#).

Conax media contact

Leslie Johnsen
Head of Public Relations & Communications, Conax
Mob: +47 41 45 80 43
Email: leslie.johnsen@conax.com