NAGRA BRINGS NETFLIX TO PAY-TV SET-TOP BOXES WITH NAGRA PRM AND OPENTV 5 CONNECTWARE

- NAGRA provides a complete Netflix application STB reference solution as part of its leading OpenTV 5 connectware, which will deliver popular pay-TV and SVOD content, both accessible from a common user interface and a single TV input, keeping customers engaged.
- NAGRA PRM becomes a Netflix-supported DRM and will ensure robust content protection for Netflix content utilizing NAGRA-On-Chip-Security (NOCS) for STB and TV.

CHESEAUX, Switzerland – September 7th, 2015 - NAGRA, a digital TV division of the Kudelski Group (SIX:KUD.S) and the world's leading independent provider of content protection and multiscreen television solutions, today announced completion of the first steps toward enabling pay-TV service providers to deploy Netflix using the NAGRA anyCAST CONNECT client and NAGRA OpenTV 5 connectware. The integration of Netflix will be demonstrated at IBC on NAGRA's stand (Hall 1, Stand C81).

NAGRA and Netflix in January announced an agreement to provide a quick time to market for Netflix services on NAGRA-enabled pay-TV platforms. As part of the agreement, NAGRA will integrate the Netflix application SDK 4.2 into OpenTV 5 connectware. Optimized for STB and CPE, the tight integration of Netflix into NAGRA's connectware platform and smart application management software, will deliver a high-performance and robust reference implementation, for a time to market efficiency.

"Netflix is breaking new ground in the way digital media is consumed around the world, and pay-TV service providers are increasingly seeing the benefits of partnering with them," said Holger Ippach, SVP Middleware at NAGRA. "Through our relationship with Netflix we will enable our clients to provide a winning combination of great pay-TV services and the world's leading SVOD service so that their subscribers stay tuned in."

In addition, Netflix is adopting NAGRA PRM as a Netflix-supported DRM, as it meets the Netflix SDK robustness guidelines and content security requirements, utilizing the NAGRA-On-Chip Security (NOCS) hardware root of trust. NAGRA PRM is part of NAGRA´s new anyCAST CONNECT converged CAS/DRM client, which supports service provider´s own DVB / IPTV and OTT service as well as Netflix as a single security client for STB and TV.

"We are pleased to be working with Netflix to further increase the value of the pay-TV services our clients provide to their subscribers, especially with the advent of 4K UHD," said Maurice van Riek, Senior Vice President, Head of Content and Asset Security for NAGRA. "We have worked closely with Netflix to ensure that NAGRA PRM becomes a trusted part of the Netflix platform. Together with our DECE and DTLA endorsements, this puts PRM in a class of its own as an operator-controlled, multi-platform DRM for the protection of premium services like Netflix."

"Pay-TV providers that add the Netflix app to their set-top boxes strengthen the video entertainment experience for their customers," said Scott Mirer, VP Device Partner Ecosystem at Netflix. "Many households subscribe to both Netflix and traditional pay-TV services, our programming gives customers easy access to a wide variety of complementary entertainment. NAGRA allows more pay-TV providers to expand their offer to include Netflix."

The first pay-TV operators to adopt the joint solution are expected to be announced in 2016.

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. It offers content providers and DTV operators worldwide with secure, open, 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.

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