# NAGRA PAVES THE WAY FOR ULTRA HD CONTENT LICENSING WITH NAGRA anyMARK WATERMARKING SOLUTION

- Solution combines leading industry watermarking technologies, NAGRA security expertise, and Kudelski Security anti-piracy services
- The solution meets a key Hollywood requirement for Enhanced Content Protection when implemented with NAGRA's other Ultra HD-ready technologies

**CHESEAUX, Switzerland – September 8, 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 the introduction of NAGRA anyMARK, a secure framework for implementing, controlling and updating both NAGRA and third-party watermarking technologies, as well as the associated forensic tracking and response services provided by Kudelski Security, the cybersecurity division of the Kudelski Group.

Together with other Enhanced Content Protection requirements recommended by MovieLabs, the research and development joint venture started by the six major motion picture studios, watermarking is poised to become one of several key technologies that will enable pay-TV service providers to acquire rights to exclusive, high-value content like Ultra HD, and better track and shut down illegal redistribution of exclusive linear content, like live sports. Both of these applications can help protect the service provider's revenue stream, making watermarking an important addition to a service provider's security portfolio.

NAGRA anyMARK embeds a secure watermarking client in the set-top box, while also implementing a server-side watermarking solution for content delivered to any device.

The set-top box client enhances third-party solutions in three distinct ways:

- It ensures that the watermarking software is implemented according to NAGRA's well-established NASC (NAGRA Advanced Security Certification) guidelines to protect it from tampering while guaranteeing a consistent implementation across set-top box models
- It is controlled by the NAGRA anyCAST Security Services Platform (SSP) for the selective application of the watermark to the desired content
- The watermarking algorithm can be securely updated by the NAGRA anyCAST SSP if required in order to stay one step ahead of content pirates.

In addition, Kudelski Security – whose team of 150+ security and anti-piracy experts has more than 20 years of experience in fighting pay-TV piracy – will provide the forensic monitoring, investigation and response services to track down illegally distributed premium content and have it removed.

"The possibility to choose watermarking solutions independently from their conditional access system is something our customers have been looking for, which is why NAGRA has chosen a multi-watermarking framework approach on top of our own in-house watermarking solutions," said Maurice van Riek, Senior Vice-President, Head of Content and Asset Security for NAGRA. "By applying our core expertise in device certification, lifetime device support, security

countermeasures and anti-piracy services, we ensure our partners' technologies deliver the best long-term results to our joint customers. With anyMARK, NAGRA and our partners will be able to meet licensing requirements for content from Hollywood studios and other premium content owners."

"NAGRA is taking a secure system-level approach to Ultra HD content, including watermarking," said Sam Rosen, Practice Director – TV & Video at ABI Research. "NAGRA is partnering with established watermarking companies, who have established trust with video content providers, and adding value through secure implementation and control of the watermarking system at the front-end, and forensic tracking services at the back end. We believe this approach – when implemented together with other MovieLabs requirements - will ensure pay-TV providers can license the highest value content for their broadcast and on-demand services."

Key watermarking partners will be announced in future releases. NAGRA will demonstrate their watermarking solution for live content – integrated with SmarDTV's latest 4K UHD set-top boxes – at IBC. Please visit the NAGRA IBC booth C81 in Hall 1 of the RAI Convention Centre, September 11-15, 2015, in Amsterdam.

**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 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.

**About Kudelski Security**
Kudelski Security, a division of the Kudelski Group, is an innovative independent Swiss provider of tailored cyber security solutions and services to enterprises, financial institutions, government administrations and the media industry. Its team of cyber security professionals boasts extensive expertise in the delivery of end-to-end digital security solutions built upon real-life experiences in advanced threat detection, security assessments, asset and reputation protection, as well as piracy risk mitigation. Kudelski Security's global reach and multi-disciplinary incident response is reinforced by strategic international partnerships. Kudelski Security is headquartered in Cheseaux-sur-Lausanne, Switzerland. For more information, please visit www.kudelskisecurity.com.

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