STARHUB ENRICHES CONTENT OFFERING WITH NAGRA'S NETFLIX SOLUTION FOR SET-TOP BOXES

- **NAGRA-powered platform enables StarHub to expand customers' choices by adding Netflix to the content line-up of its Fibre TV service.**
- **StarHub subscribers enjoy one seamless user experience where they can easily access Netflix content from multiple launch points ranging from a VOD channel in the guide to an app in the interactive menu.**

Cheseaux, Switzerland – April 26, 2016 – NAGRA, a Kudelski Group (SIX:KUD.S) company and the world's leading independent provider of content protection and multiscreen television solutions, announced today it has successfully partnered with StarHub, Singapore's leading pay TV operator, to launch the Netflix subscription-on-demand (SVOD) service on its Fibre TV platform. The launch was facilitated by NAGRA's MediaLive Suite's set-top box reference platform and anyCAST CONNECT, the only operator-controlled security solution that is also Netflix-approved thus avoiding the integration of additional DRM solutions on the device.

"We are excited to expand our on-demand content catalogue with one of the world's most popular SVOD services," said Ms Wang Li-Na, Head of Product and Marketing, StarHub. "NAGRA's platform allows us to seamlessly integrate our existing Fibre TV content offering with Internet TV services such as Netflix to create a compelling new proposition for our customers."

"The StarHub Netflix launch is an excellent example of how service providers can offer the best of two worlds by elegantly blending Internet TV services into a pay-TV offering," said Jean-Luc Jezouin, Senior Vice President of NAGRA Asia. "Consumers ultimately care about how conveniently they find the content they like and this is all about keeping the experience simple and smooth with intuitive use cases like Netflix as a channel, Netflix as an app and Netflix as a search result."

The NAGRA MediaLive Suite's set-top box reference solution for Netflix, powered by OpenTV 5, allows service providers to offer the SVOD services as a channel in their existing content line-up through a single user interface and TV input, keeping viewers engaged and loyal to the service provider's brand. NAGRA's Netflix reference implementation also benefits from the award-winning NAGRA anyCAST CONNECT security solution, featuring a Netflix-approved DRM that avoids additional DRM integrations by directly leveraging content assets pre-encrypted by Netflix.

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 provides content providers and DTV operators worldwide with 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.

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