



PRESS RELEASE

NAGRA'S DRM APPROVED BY DTLA FOR STREAMING OF PREMIUM CONTENT WITHIN THE HOME NETWORK

- NAGRA's DRM solution, MediaAccess PRM, received approval from DTLA for streaming of DTCP-IP content to PRM-enabled devices
- PRM becomes the only pay-TV-operator-controlled DRM authorized for re-transmission of DTCP-protected content
- Endorsement reinforces NAGRA MediaAccess PRM as the DRM of choice for services providers wishing to deploy secure home networking solutions

Cheseaux, Switzerland – April 28, 2014 – NAGRA, the Kudelski Group's (SIX:KUD.S) digital TV business and the world's leading independent provider of content protection and multiscreen television solutions, announced today that its DRM technology, NAGRA MediaAccess Persistent Rights Management (PRM), was approved by the Digital Transmission Licensing Administrator (DTLA) for the retransmission (streaming) of premium DTCP-IP content, enabling service providers to deploy home networking solutions that meet the strictest security requirements and enforce applicable business rules.

NAGRA MediaAccess PRM was previously approved by DTLA for the storage of DTCP content and now becomes the only pay-TV operator-controlled DRM that is authorized for its retransmission as well.

"This latest approval puts NAGRA on a very short list of trusted and approved providers of home networking DRM technologies in the world and is another vote of confidence in our solution," said Philippe Stransky, Chief Architect for NAGRA. "Whether it's enabling access from any mobile device to content stored on a DVR or live streaming from a gateway device, NAGRA MediaAccess PRM enables highly popular and flexible home networking consumer use cases that help pay-TV operators win and keep their customer, while offering peace of mind through robust Hollywood studio-approved content security."

"Use of NAGRA MediaAccess PRM with Sling placeshifting technology allows consumers to securely access and control their home cable, satellite or IPTV programming and other audio-video devices so they can view premium or personal content anytime, anywhere," said Michael Hawkey, VP and General Manager at Sling Media. "PRM ensures that pay-TV operator content is protected while giving consumers a flexible, easy-to-use experience. DTLA's endorsement of PRM further confirms our decision to work with NAGRA to make a secure Sling experience possible for millions of consumers."

NAGRA MediaAccess PRM is widely deployed to leading pay-TV operators around the world and enables a variety of use cases, allowing consumers to view their favorite shows on any device. It is also a key component of NAGRA's JoinIn reference architecture which allows service providers to enable advanced connected home scenarios while leveraging best practices in technologies, protocols and open industry standards.

NAGRA MediaAccess PRM was [recently approved](#) by the Digital Entertainment Content Ecosystem (DECE), a consortium of major Hollywood studios, retailers and other companies promoting distribution of audiovisual content directly to consumers, for the streaming of premium content to open devices.

About NAGRA

NAGRA, the 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 www.nagra.com/dtv for more information and follow us on Twitter at @nagrakudelski.

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