



Press release

PAY-TV OPERATORS TURNING TO NAGRA TO SECURE OVER-THE-TOP SERVICES

- **Italy's Mediaset is the Latest Customer to Implement Nagra Security for Over-the-Top Services**
- **Adaptive Streamed Content Protected with Nagra Media PRM**
- **Same Studio-Approved Content Protection to Come to Connected TVs**

Cheseaux, Switzerland – April 7th, 2011 - Nagra, the world's leading independent provider of value-added content protection and multiscreen television solutions, announced today that a growing numbers of pay-TV service providers are deploying over-the-top services on existing devices and chipsets utilizing Nagra content protection solutions. Mediaset, Italy's leading pay-TV provider and current Nagra customer, is the latest European operator to utilize Nagra to securely deliver over-the-top video-on-demand services to its subscribers.

At the core of the solution is Nagra Media Persistent Rights Management (PRM) which provides operators like Mediaset with the foundation for delivering multiscreen services and multiple formats of video-on-demand. Offering studio-approved protection for Internet-based content, Nagra Media PRM enables early window video-on-demand services thanks to a Nagra-certified (NOCS) hardware "root of trust."

Nagra and SmarDTV, both Kudelski Group companies, are working on bringing the same studio-grade level of security to connected TVs through removable security modules, also referred to as conditional access modules (CAMs). Based on the CI+ standard, these hybrid CAMs are expected to offer access to on-demand video content and be compatible with existing TV sets.

"To remain competitive and maintain a leadership position in the pay-TV space, we have to continually innovate and invest," said Franco Ricci, General Manager R.T.I., Mediaset Group. "Thanks to Nagra security solutions, we are able to do so and deliver next generation services that integrate seamlessly into our existing offer, while enhancing the viewing experience for our subscribers. We look forward to developing our partnership with the Nagra team and working with them on bringing more advanced services to market."

"We applaud Mediaset for providing their consumers with more ways to view and enjoy the content they want to watch," said Pierre Roy, Nagra's Chief Operating Officer and Executive Vice President. "With Nagra Media PRM, our customers have a robust and versatile solution to enable a variety of business models, while protecting premium content delivered to set-top boxes, PCs or open devices."

Nagra Media PRM supports subscription and transactional video-on-demand models. It integrates seamlessly with Mediaset's adaptive streaming technology to deliver a personal and consistent viewing experience to Mediaset Premium subscribers. A key component in a service provider's multiscreen offer, Nagra Media PRM enables cross-device content consumption, distribution and monetization models without compromising on security. Through Nagra Media PRM, consumers get

seamless access to content across multiple media platforms, whether via television sets, set-top boxes, PCs or smart devices, such as smart phones or tablets, without being limited by digital rights management issues.

About Nagra

Nagra provides security and multi-screen 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. Its services and content protection technologies are used by 120 pay TV operators, securing content delivered to over 144 million active smart cards and devices. Its advanced user experience solutions are integrated in over 160 million devices, enabling video-on-demand, personal video recording, advanced advertising and enhanced television applications.

Contacts

Ivan Schnider (contact for specialized media)
Head of Marketing Communications
+41 21 732 09 40
ivan.schnider@nagra.com

Christine Oury (contact for specialized media US)
Marketing Communications
+1 415 962 54 33
christine.oury@nagra.com

Daniel Herrera (contact for general media)
Kudelski Group
Head of Corporate Communications
+41 21 732 01 81
daniel.herrera@nagra.com