

PRESS RELEASE

NAGRA AND ABERTIS TELECOM TAKE MULTISCREEN TO THE CLOUD

- **NAGRA and abertis telecom join forces to launch multi-device cloud-based television hosting service**
- **The service targets both pay-TV service providers and free-to-air broadcasters**
- **The NAGRA and abertis telecom service is providing a hosting solution for the EBU initiative to offer to its members off-the-shelf interactive HbbTV applications during the Olympics and the European Song Contest**

CHESEAUX, Switzerland and Barcelona, Spain – 27 February 2012 – NAGRA, a Kudelski Group (SIX:KUD.S) company and the world's leading independent provider of content protection and multiscreen television solutions, announced today a strategic partnership with **abertis telecom**, the leader in Spain in infrastructures and telecommunications services, to launch a cloud-based service aimed at pay-TV service providers and free-to-air broadcasters seeking to deploy affordable multiscreen television with fast time-to-market. The service sets a new benchmark in the area of cloud-based television putting multiscreen capabilities within every service provider's and broadcaster's reach.

"This new service is a unique opportunity for pay-TV service providers and broadcasters to deploy any kind of content and programming, whether live or on-demand, quickly and seamlessly to any device," said Jean-Michel Puiatti, VP Sales Operations & Development at NAGRA. "Multiscreen is here to stay and now any service provider wishing to bring multiscreen services to their customers can make it a reality through a cloud-based solution that is backed by proven components on both the NAGRA and **abertis telecom** sides – and that brings new revenue opportunities along with it."

The NAGRA-**abertis telecom** cloud-based multiscreen service combines the technology and expertise of both companies: while NAGRA brings its expertise and building blocks for content management, service delivery, digital rights management, analytics and metadata management, and innovative user interface frameworks, **abertis telecom** takes overall responsibility for the hosting and operations of the platform within its datacenters, leveraging its existing network and transport infrastructure. In addition, as part of the service, **abertis telecom** will provide its ingest facilities, CRM platform, payment gateways and advertising management system and manage customer care and assistance.

This fully hosted service gives pay-TV service providers and free-to-air broadcasters increased flexibility and higher revenue opportunity while freeing them of the technical complexities associated with implementing their own infrastructure. What's more, the solution leverages a seamless integration of broadcast and broadband services with a unique suite of capabilities designed to optimise monetization including: subscription, transaction and advertising models, micro-payments and recommendation – as well as support for Hybrid Broadcast Broadband TV (HbbTV).

For pay-TV service providers, the cloud-based service will enable the fast and effective launch of live and on-demand over-the-top (OTT) services on any device such as PCs or laptops, set-top-boxes, connected TVs, smartphones and tablets. Thanks to this fully-featured scaling service that matches subscriber growth, service providers will not only reduce churn but gain new subscribers while paying as they grow.

For Free-To-Air broadcasters, the cloud-based service is an opportunity to consolidate their existing advertising-based business model and rapidly enrich it with complementary broadband services while ensuring viewer loyalty through interactivity and HbbTV technology: the new service is the cornerstone of the EBU's initiative to offer its members generic applications to deploy Hybrid Broadcast Broadband TV (HbbTV) during the Olympics and the Eurovision Song Contest (ESC), when audiences peak. Three 'white label' interactive applications will be provided to participating EBU Members to customise generic content for entertainment, news or sport. The applications will provide a basic level of hybrid interactivity to promote the adoption of HbbTV, which combines traditional viewing with the added value of the Internet and smart device applications.

Through the adoption of HbbTV, consumers will be able to access new online services including catch-up TV, video-on-demand (VOD), interactive advertising, personalisation, voting, games and social networking, as well as programme-related services such as digital text and Electronic Programme Guides (EPG).

The first multiscreen deployments utilising the NAGRA-**abertis telecom** cloud-based service are expected to launch in the first quarter of 2012. The solution will be showcased at the Mobile World Congress exhibition in Barcelona (27th February – 1st March 2012) on the **abertis telecom** booth (3.0 Courtyard - CY25).

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About abertis telecom

abertis telecom, -Spanish telecommunications infrastructure operator- is part of abertis, the Spanish leader in management of infrastructure serving mobility and communications. **abertis telecom** has the main telecommunication network in radio and television broadcasting and transmission. It works developing Connected TV services, it also offers communication services for security and emergency companies, and develops Smart Cities services.

About NAGRA

NAGRA, a Kudelski Group company (SIX:KUD.S), provides security and multiscreen user experience solutions for the monetisation 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 personalised 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. Please visit www.nagra.com for more information and follow us on Twitter at @nagrakudelski.

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