



News Release – Future TV Advertising

NAGRA AND KANTAR MEDIA COLLABORATE ON VIEWER BEHAVIOR SERVICE

- **Companies enable service providers to gain a deeper understanding of subscriber viewing habits across devices and provide a richer and more personalized viewing experience**
- **Service is available pre-integrated with [OpenTV 5](#), NAGRA's newest and most open media convergence platform designed for the next generation of set-top boxes, home edge devices and other connected, streaming media devices**

London, United Kingdom, Cheseaux, Switzerland, November 27th, 2012 – NAGRA, the digital TV division of the Kudelski Group (SIX:KUD.S) and the world's leading independent provider of content protection and multiscreen television solutions, and Kantar Media, a market-leader in audience research and competitive intelligence, have announced plans to collaborate in the area of subscriber behavior, giving service providers the ability to capitalize on the wealth of data available through in-home devices while fully ensuring viewer privacy. The service will be available pre-integrated with OpenTV 5, NAGRA's newest and most open media convergence platform, taking full advantage of its multi-device TV measurement capabilities.

“By combining Kantar Media’s world-class experience in audience measurement and research with our newest multi-device, multi-service technology, we are giving our customers access to some of the most advanced reporting and analysis capabilities available today,” said Samir Mehta, Senior Vice President, DTV Solutions for NAGRA. “Together, we’re making it possible for them to capture critical subscriber generated information such as PVR and advertising interactions and taking a major step toward enriching and personalizing the television experience.”

Nick Burfitt, Global Director of Return Path Data (RPD) services at Kantar Media Audiences commented: “The larger number of new digital platforms and channels presents fresh audience measurement challenges for broadcasters and service providers. By working together with NAGRA we hope to help service providers gain a deeper understanding of their subscribers’ viewing habits to enable a more effective pay-TV strategy that will ultimately help grow their business.”

The new service provides the tools for accurately measuring viewer behavior on in-home television devices with minimal change to a service provider’s existing infrastructure. It will enable service providers to improve their channel line-up and subscription tiering, provide personalized content, and measure usage of service offerings such as PVR, VOD or interactive applications, all while respecting viewer privacy. What’s more, it gives service providers valuable and critical data needed by advertisers to measure the effectiveness of ad campaign, driving new and increased advertising revenue opportunities.

Note to editors

Kantar Media has been operating audience measurement services for set-top box operators around the world since 2005 and is the acknowledged thought leader in the successful deployment and research techniques using return path data. The collaboration with NAGRA is the latest addition to existing services operating in the UK, USA, Australia, South Africa, New Zealand with data being processed from many millions of set-top boxes each day.

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. It 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](https://twitter.com/nagrakudelski).

About Kantar Media

Kantar Media provides strategic advice and competitive intelligence to the world's leading brands, publishers, agencies and industry bodies, helping them navigate and succeed in a rapidly evolving media industry. This includes analysis of paid media opportunities; counsel on brand reputation, corporate management and consumer engagement through owned media; and, evaluating consumers' reactions in earned media. Kantar Media provides clients with a broad range of insights from audience research, competitive intelligence, vital consumer behavior and digital insights, to marketing effectiveness and online influence. Our experts currently work with 22,000 companies tracking 3 million brands in 50 countries.

www.kantarmedia-audiences.com

www.kantarmedia.com

Contacts:

For Nagra:

Ivan Schnider

Marketing Communications

+41 21 732 09 40

ivan.schnider@nagra.com

Christine Oury

Marketing Communications

+1 415 962 5433

christine.oury@nagra.com

For Kantar Media:

Teresa Horscroft

Eureka Communications

+44 (0)1420 564346

teresa@eurekacomms.co.uk