



## News Release

# HD PLUS AND NAGRA PARTNER ON INTERNET TV LAUNCH

- **HD PLUS GmbH and NAGRA extend content protection partnership to Internet TV**
- **HD+ Replay, HD PLUS' new over-the-top catch-up service of private channels (Mediathek), makes its debut in Germany secured by NAGRA's studio-approved DRM solution, NAGRA MediaAccess PRM**

**UNTERFÖHRING, Germany, and CHESEAUX, Switzerland – January 8, 2013** – 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 HD PLUS GmbH, a subsidiary of satellite provider SES and operator of HD+ offering an additional range of high definition channels transmitted via the ASTRA satellite system in Germany, announced the launch of HD PLUS' new over-the-top catch-up service of private channels (Mediathek), HD+ Replay, further extending the companies' content protection partnership from satellite to Internet TV.

Available today, HD+ Replay will use NAGRA's multi-device and multi-network DRM solution, [NAGRA MediaAccess PRM \(Persistent Rights Management\)](#), to secure high-value content delivered "over-the-top" to consumers equipped with an HD+ SmartTV set-top box.

"The launch of HD+ Replay is an important step in providing new and innovative services to our viewers and ensuring robust security for our content is key to making it a successful, high-quality offer," said Georges Agnes, Managing Director of Operations and Product Development at HD PLUS GmbH. "With NAGRA solutions, we know we are getting the right technology to ensure the growth and success of this exciting service and in turn provide an enjoyable experience for our viewers."

"HD PLUS has been at the forefront of high definition TV since its creation and we are excited to be a part of their latest initiative which brings Internet TV to the reach of HD+ SmartTV users," said Holger Ippach, NAGRA SVP Sales & Operations Northern & Central Europe. "Our solutions are designed and built with a high level of openness to support our customers' growth and address the demand for new services such as Internet TV while fully safeguarding the rights of content owners. Our award-winning and studio-approved MediaAccess PRM is a critical component in making this possible."

HD+ Replay is based on the [HbbTV](#) standard enabling a rich and intuitive user experience. The first HD+ Replay enabled set-top box Inverto VOLKSBOX Web Edition+ is already on the market with further set-top box manufacturers expected to be available soon. HD+ Replay initially includes content from RTL NOW and VOX NOW, with SUPER RTL NOW being added in December.

The HD+ satellite service has been using NAGRA's [MediaAccess](#) content protection since its launch in 2009 and has grown ever since. As of September 30, 2012, it served more than 2.8 million households in Germany, a 45 percent growth over the same period in 2011.



## About HD+

HD PLUS GmbH is a wholly owned subsidiary of SES, a globally leading satellite provider with 52 satellites. HD PLUS was founded in May 2009 and markets the HD+ product, an additional range of channels in high definition which are transmitted via the ASTRA satellite system in Germany. The HD+ platform brings popular free TV channels to the market in high definition quality. The range of HD+ channels currently comprises RTL HD, Sat.1 HD, ProSieben HD, VOX HD, kabel eins HD, RTL II HD, SUPER RTL HD, N24 HD, TELE 5 HD, SPORT1 HD, DMAX HD, Nickelodeon HD, sixx HD and COMEDY CENTRAL HD. For more information, please visit [www.hd-plus.de](http://www.hd-plus.de)

## 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](http://www.nagra.com/dtv) for more information and follow us on Twitter at [@nagrakudelski](https://twitter.com/nagrakudelski).

## Contacts:

Frank Lilie  
HD PLUS GmbH  
+49 89 18 96 16 40  
[frank.lilie@hd-plus.de](mailto:frank.lilie@hd-plus.de)

Ivan Schnider  
NAGRA Marketing Communications  
+41 21 732 09 40  
[ivan.schnider@nagra.com](mailto:ivan.schnider@nagra.com)

Christine Oury  
NAGRA Marketing Communications  
+1 415 962 5433  
[christine.oury@nagra.com](mailto:christine.oury@nagra.com)