

Media Alert – IBC 2012

PRISA TV AND NAGRA EXTEND MULTISCREEN SERVICE TO A RANGE OF DEVICES

- **Spain's PRISA TV will launch a new generation of extensive on-demand and linear service on iOS devices using NAGRA's MediaLive Multiscreen solution**
- **Service will extend to Android, a new generation of the current Samsung Smart TV app and current Microsoft Xbox 360 to form one of the most comprehensive pay-TV multiscreen services available today**

Cheseaux, Switzerland – September 7th, 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 PRISA TV, the company behind CANAL+ SPAIN, announced today the extension of PRISA TV's CANAL+ Yomvi over-the-top service to iOS devices using NAGRA MediaLive Multiscreen, NAGRA's end-to-end multiscreen solution. The CANAL+ Yomvi service, which first launched for hybrid STB and PCs in 2011 and later on extended to OTT STBs in partnership with Spanish Telco Jazztel, is expected to further extend to Android devices, Samsung Smart TVs and the Microsoft Xbox 360 console in the next months.

"NAGRA is a long-standing partner of PRISA TV and we're excited to extend the reach of service to new devices with their innovative solutions," said Adolfo Remacha CTO of PRISA TV. "Together with NAGRA, we are committed to continually enrich our offering with the latest in multiscreen television to give our viewers the best service and choice in how they want to view TV."

"PRISA TV continues to lead the multiscreen charge in Spain with the most advanced and comprehensive multiscreen offerings in the world," said Jean-Michel Puiatti, NAGRA's VP Multiscreen Product. "Thanks to its broad coverage of content protected devices including PCs, tablets, smart phones and soon adding connected TVs and game consoles to their mix, PRISA TV is paving the way for a new generation of pay-TV consumers through their ability to serve not only existing satellite subscribers but also new Internet-only users."

PRISA TV's CANAL+ Yomvi service is powered by NAGRA MediaLive Multiscreen, NAGRA's end-to-end multiscreen solution. Built on industry-leading in-house components, it offers flexibility at multiple levels to reduce the total cost of ownership and efficiently and cost effectively address future market needs. NAGRA MediaLive Multiscreen leverages the flexible and open MediaLive Service Platform for digital asset management and service delivery. It also uses NAGRA Media Player to enable the service on the open devices such as PCs, iOS and Android devices and maintains the highest security standards and ensures content security with NAGRA Persistent Rights Management (PRM).

What's more, NAGRA MediaLive Multiscreen was designed to embrace an open ecosystem of partners and offers multi-DRM support to ensure that the broadest range of devices can be served.

PRISA TV's CANAL+ Yomvi service allows CANAL+ subscribers to enjoy all the content they are entitled to on any device and at no additional cost Available content includes premium HD movies and series, as well as exclusive HD Spanish League and Champions League content. The service launched for PCs in 2011 as part of a special offer aimed at a wider audience, beyond CANAL+ subscribers, allowing them to enjoy premium content on their computer at a very competitive price. PRISA TV serves more than 1,800,000 subscribers in Spain.



The CANAL+ Yomvi OTT live and VOD and TVOD service using NAGRA MediaLive Multiscreen will be showcased at IBC2012 in Amsterdam, Sept. 7-11, at NAGRA stand 1.C81.

About PRISA TV

PRISA TV is Grupo Prisa's audiovisual holding company and owner of CANAL+, the leading Pay TV platform in Spain. With nearly 1,800,000 subscribers, CANAL+ has pioneered the production and implementation of digital television, high definition and 3D broadcasts, and the development of interactive services.

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

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