



## **Unotel, Media Networks and NAGRA launch Pay-TV Service**

- **Unotel to launch new offering in Brazil enabling hundreds of ISPs to offer state-of-the art triple play services**
- **Service will leverage latest technology from Media Networks Latin America and NAGRA**

**SAO PAULO, Brazil, 10th of October 2013** – Unotel Telecom, Media Networks Latin America and NAGRA announced today the signature of an agreement for the launch of a new pay-TV offering in the first quarter of 2014. The new service will be initially offered at the four million broadband subscriber base of the shareholders and partners of Unotel, with an aggressive growth plan taking advantage of the main sport events that will be hosted in Brazil in the next few years – the FIFA World Soccer Cup in 2014 and the Summer Olympics in 2016.

“We are very glad to materialize the dream of many small and medium regional operators with this agreement,” says Orlando Ferreira Neto, President of Unotel. “Our partners will now be able to offer triple play – broadband, voice and video – to their existing broadband customers, allow us to be more competitive and rapidly grow our subscriber base thanks to a complete pay-TV solution.”

The new offering will feature a hybrid digital set-top box enabling the delivery of IP, satellite and digital terrestrial services with content secured by NAGRA’s content protection technology (NAGRA MediaAccess). It will also be the first commercial deployment of NAGRA’s OpenTV 5 middleware over the Media Networks platform in Brazil, with, in future, the possibility of supporting GINGA applications to enable broadcaster interactivity with Unotel subscribers through its free-to-air TV signals. What’s more, with the connection of an external hard disk, the device will automatically convert into a digital recorder. Additional services and products will also be offered through the Internet.

“We are excited to help Unotel transform the pay-TV market with unique and innovative products using our robust content protection solutions and latest generation of set-top box software,” says Thierry Martin, NAGRA’s Vice President for South America.

“The infrastructure of Media Networks is prepared to support the aggressive proposal for HD channels that Unotel is planning for its program packages. Moreover, this agreement consolidates the leadership of Media Networks as the principal white label

wholesaler of PayTV in Brazil and Latin America.” says Leandro Gaunszer, Commercial Director for Media Networks Latin America.

### **About Unotel**

Well known in the market of Internet Service Providers, spread across the Brazilian territory, Unotel is a genuine Brazilian company that currently provide IP solutions, data transport, video, VoIP and overall service to the ISP segment. Today the company makes use of more than 16 thousands kilometers of optical fiber, that reaches about 3,5 millions of subscribers in over one thousand cities in Brazil.

### **About Media Networks Latin America**

Media Networks is a B2B unit of Telefonica Digital offering global services of PayTV and Internet through satellite, as well as audiovisual solutions, content generation and ad sales for companies and operators in Spain, Unites States, Brazil, Mexico, Chile, Colombia, Argentina, Paraguay, Equator, Bolivia, Venezuela, Central America and Peru.

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

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