

NAGRA enables High Speed Train Travelers in Spain to enjoy Telefónica's Movistar+ Streaming Pay-TV Service

- Renfe high-speed train passengers can now stream their favorite Movistar+ TV programs on their mobile device
- Launch enables Telefónica to extend the Movistar+ OTT service beyond the home and marks a European first in delivering premium TV anywhere services to high speed environment
- Service is powered and secured by the NAGRA MediaLive platform

CHESEAUX, Switzerland - March 7, 2017 - NAGRA, a Kudelski Group (SIX:KUD.S) company and the world's leading independent provider of content protection and multiscreen television solutions, announced today that Telefónica in Spain, one of the world's largest telecommunications company, has launched "PlayRenfe," a first-of-its-kind infotainment service, available to travelers on *Alta Velocidad Española* (AVE) high speed trains operated by Renfe, the state-owned rail network.

A first in continental Europe, PlayRenfe is a complete entertainment streaming platform that goes beyond on-board WiFi access to provide passengers with access to their favorite Movistar+ programs. A rich content catalogue is available to passengers equipped with an open device (smartphone, tablet or PC) via a downloadable PlayRenfe application and [web portal](#). The new service is powered and secured by the NAGRA MediaLive platform and studio-approved DRM.

"Our goal for this project was not only to provide a unique and high-quality experience to Renfe passengers, but to deliver a reliable and advanced service in a highly challenging environment—this required an expertise that few technology companies can provide. NAGRA is one of these companies and the launch of PlayRenfe would not have been possible without their support," said Fernando Enrile, TV Product Director at Telefónica. "By leveraging our existing OTT video platform powered by NAGRA's technology, we are able to deploy a reliable and secure solution for Renfe with exclusive content and the best mix of entertainment and information services for their passengers."

"We are thrilled to be a part of this unique and exciting launch and support Telefónica and Renfe as they roll out their service to the entire AVE fleet," said Thierry Legrand, SVP Sales EMEA at NAGRA. "Our MediaLive Suite delivered on the requirements of a very complex project, leveraging the current OTT infrastructure we deployed at Telefónica. The result not only allows Telefónica to extend their service offering beyond the home, and in this case in the public transportation sector, but to deliver a one-of-a-kind, on-board consumer TV experience that connects people to the content they love, anywhere they go – even on trains traveling at more than 300 kilometers per hour."

PlayRenfe is currently available on the Madrid-Sevilla rail line and will progressively roll out to the full Renfe AVE network which includes 100 high speed trains. It provides connectivity, entertainment and information services to passengers with a choice of two packages – basic or premium – featuring exclusive content tailored to Renfe travelers including live TV, films, popular TV series, sports, current events and travel programs. Online books, music and a range of Renfe services are also available.

About Telefónica

Telefónica is one of the largest telecommunications companies in the world by market capitalization and number of customers with a comprehensive offering and quality of connectivity that is delivered over world class fixed, mobile and broadband networks. As a growing company it prides itself on providing a differential experience based both on its corporate values and a public position that defends customer interests. The company has a significant presence in 21 countries and almost 350 million accesses around the world. Telefónica has a strong presence in Spain, Europe and Latin America, where the company focuses an important part of its growth strategy. Telefónica is a 100% listed company, with more than 1.5 million direct shareholders. Its share capital currently comprises 4,900,571,209 ordinary shares traded on the Spanish Stock Market and on those in London, New York, Lima, and Buenos Aires.

About NAGRA

NAGRA, a 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 provides content providers and DTV operators worldwide with secure, open and integrated platforms and applications over broadcast, broadband and mobile platforms, enabling compelling and personalized viewing experiences. Please visit dtv.nagra.com for more information and follow us on Twitter at [@nagrakudelski](https://twitter.com/nagrakudelski).

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