

My-HD taps cloud-based content protection from Conax for MENA region operations

- *Leverages Conax' Contego-as-a-Service (CaaS) security solution for platform growth*
- *Significantly reduces CAPEX, need for in-house expertise and time-to-market for adding secure new pay-TV offerings*

CABSAT, Dubai, March 22nd, 2017 – Conax, part of the Kudelski Group (SIX:KUD:S), and a leader in total content and service protection for pay-TV and digital entertainment services worldwide, today announced that My-HD Media has deployed Conax' cloud-based content protection solution to support its next generations of platform growth in the Middle East and Northern Africa.

The Conax Contego-as-a-Service solution's highly flexible architecture and outsourced operational security is providing My-HD with a competitive edge and highly sustainable business model tapping reduced hardware investment and simplified daily operations.

The Conax solution provides a wide range of modular features and functionality, coupled with the benefits of cloud scalability, offering the pay-TV operator with a natural path for rapid deployment of new and advanced features as the operation expands.

Dubai-based My-HD provides a colourful bouquet of consumer packages featuring 300 channels, via DTH (satellite pay-TV) services to subscribers in the Middle East and North Africa. The extended collaboration between Conax and My-HD to deploy the new cloud platform represents the first Contego-as-a-Service deployment in the Middle East.

-Carmen Chen, Chairman of the Board, My-HD Media, "With operational security managed by Conax, our new model for protecting content revenues enables My-HD to focus on our core business – cultivating profitable, enticing packages and services for our customers. Security partner Conax is providing My-HD with a highly viable model that reduces hardware costs, operational complexity – a comprehensive solution that will enable us to position for launching new features and offerings, quickly and securely, as demands from content-savvy consumers evolve."

-Daniel Johansson, EVP Global Sales & Marketing, Conax, "A Conax customer since 2012, we are pleased to further strengthen our relationship with My-HD, providing security expertise and future-proof solutions to support its next phases of growth. The Contego-as-a-Service platform provides My-HD operations with the Conax pay-as-you-grow, modular solutions principle making it easy to facilitate adoption of new services, such as content delivery to popular, unmanaged consumer devices.

About My-HD Media

Established in 2012 and headquartered in Dubai Media City, My-HD is the first and only ultra-low Direct to Home (DTH) HD Pay-TV platform in the region. The High Definition satellite Pay-TV provider aims to provide the best viewing experience to consumers in the MENA region at an affordable price. My-HD offers a range of packages to serve the various needs of the different communities in the MENA region. My-HD has a growing network of distributors across the MENA region. Approved receivers and viewing cards are available in traditional hshops as well as major hypermarkets and department stores in the regions including Carrefour, Panda, Lulu, sharaf DG, Emax, Extra, and HyperPanda among many others. Visit www.my-hd.tv

About Conax

A part of the [Kudelski Group](#) (SIX:KUD:S), [Conax](#) is a leading global specialist in total service protection for digital TV and entertainment services via broadcast, broadband and connected devices. Based on the Conax Contego security back-end, Conax' future-ready technology offers modular, fast-time-to-market solutions that enable easy entry into a world of secure multiscreen, multi-DRM content delivery and secures rights for premium content delivery to a range of devices over new hybrid network combinations. Conax spotlight technology includes the Contego-as-a-Service cloud-based platform, award-winning "Conax GO Live" live TV streaming, benchmark multi DRM protection and the Conax Connected Access connected IPTV security client combining Conditional Access and DRM security in a single client. Headquartered in Oslo, Norway, ISO 9001 & 27001 certified Conax technology enables secure content revenues for 425 operators in 85 countries globally. For more information, please visit www.conax.com and follow us on [Twitter](#), [LinkedIn](#), and [Facebook](#) to join the conversation.

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