

NAGRA secures Sky Italia's new retail DVB-T pay-TV service

NAGRA broadcast and direct-to-TV content protection technologies secure set-top box and CAM module retail offering for pay-TV operator

Cheseaux-sur-Lausanne, Switzerland, and Phoenix (AZ), USA – October 25, 2018 – NAGRA, a Kudelski Group (SIX:KUD.S) company and the world's leading independent provider of content protection and multiscreen television solutions, and Sky Italia, the Italian digital satellite television platform owned by Sky plc., have launched a new DVB-T pay-TV service secured by NAGRA's broadcast and direct-to-TV content protection technologies.

The new terrestrial service is available on Sky Italia DVB-T set-top boxes and Conditional Access Modules (CAM) for digital TVs, available for sale on the Italian retail market with an exclusive offer that contains four channels of entertainment, eight cinema and series channels, and sports channels featuring premium sports content including Serie A football, UEFA Champions League and Europa League, Formula One auto racing and MotoGP Grand Prix motorcycle racing.

"We are excited to have the opportunity to work with Sky Italia and have them benefit from our retail expertise in pay-TV," said Carlo Stramaglia, Vice President Sales, Italy, at NAGRA. "NAGRA technologies are best-of-breed when it comes to broadcast and direct-to-TV security for premium content addressing virtually any business requirement while providing robust content protection. We look forward to supporting them in this new venture."

NAGRA's broadcast content protection technology leverages the NAGRA Broadcast Headend security platform to enable advanced broadcast business models and a full portfolio of security features which are the cornerstones of premium broadcast TV. It is both flexible and scalable, and delivers best-of-breed hardware-based security for virtually any business requirement and withstand the most advanced attacks. Integrated with NAGRA content protection and relying on the DVB CI and CI Plus standards, CAM modules enable pay-TV operators to deliver premium 4K Ultra HD content directly to integrated TV sets (iDTV) through broadcast or broadband IP network without a set-top box.

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 offers content providers and DTV service providers worldwide 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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