

NAGRA MediaLive enables Be tv to deploy its pay-TV OTT service across Belgium

- NAGRA's end-to-end multiscreen TV solution, NAGRA MediaLive, enables Be tv to deploy a secure live and on-demand OTT streaming service nationwide on a variety of devices
- "Be tv Go" is available to current and non-subscribers alike, allowing the operator pay-TV services to reach a brand-new market segment while reducing upfront investment and accelerating time-to-market
- Solution leverages NAGRA's powerful Cloud TV Services to deliver a seamless platform in just five months

Cheseaux, Switzerland – December 10, 2014 – NAGRA, a Kudelski Group (SIX:KUD.S) digital TV business and the world's leading independent provider of content protection and multiscreen television solutions, announced today that its MediaLive multiscreen solution enables Belgian cable operator VOO to distribute its premium pay-TV content beyond its cable subscriber base and use OTT to reach any consumer with a broadband connection. Deployed "in the cloud" and powered by NAGRA Cloud TV Services, MediaLive allowed Be tv to deliver the OTT offering in just five months.

Any customer can sign up online to access the new "Be tv Go" OTT service throughout Belgium, the service is open even to non-cable clients. Be tv Go streams live and on-demand content including exclusive U.S. and European series and movies, over the Internet to a variety of devices-PCs, iOS and Android tablets, as well as the Microsoft Xbox One. Content remains secure thanks to NAGRA anyCAST PRM, NAGRA's studio-approved DRM, pre-integrated into the NAGRA MediaLive multiscreen solution.

"This new multiscreen TV offering supports our goal and vision of delivering an exclusive pay-TV streaming service to the entire Belgian market," said Christian Loiseau, Deputy General Manager of Be tv. "NAGRA has proven expertise in the multiscreen pay-TV space via its MediaLive solution deployed as a cloud managed service, and their teams have provided us with great support in defining, scoping and executing the service launch."

"Working closely with NAGRA, we were able to quickly go from market opportunity to commercial launch, while managing risks and reducing our upfront investment," said Frederic Campodonico, Product Manager at Be Tv. "The solution addresses all our pay-TV requirements such as studio-approved content protection and rich content delivery supporting close captioning, subtitles and multi-language audio. It also offers the CRM and associated operational business systems we needed for this new deployment."

“Providing our MediaLive multiscreen solution as a cloud managed service offers an innovative pay-as-you-grow business model option, opening up new opportunities for Be tv and service providers worldwide”, said Jean-Michel Puiatti, Senior Vice President of NAGRA’s Multiscreen Product Unit. “This latest launch also demonstrates that NAGRA’s Cloud TV Services help customers reach their business goals faster while providing innovative services to consumers.”

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 operators worldwide secure, open 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.

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