



## Press Release

### **GUANGDONG CABLE IN CHINA SELECTS NAGRA ANYCAST CONTENT PROTECTION SOLUTIONS**

- NAGRA's anyCAST Security Services Platform is chosen by Guangdong Cable, one of China's largest provincial cable operators, to launch new DTV services
- NAGRA anyCAST CAS and DRM integrated solutions will allow Guangdong cable to protect DVB-based, live TV channels and Internet-based OTT services delivered to multiple devices
- NAGRA's cooperation with Guangdong Cable marks the company's growing footprint in China

**Cheseaux, Switzerland, and Beijing, China, March 24, 2015** – NAGRA, a Kudelski Group (SIX:KUD.S) digital TV business and the world's leading provider of content protection and multiscreen television solutions, announced today that Guangdong Cable has selected NAGRA anyCAST content protection solutions to secure a new offer combining DVB-based live TV and Internet-based over-the-top services (OTT). The OTT services will include live TV and VOD delivered to PCs, iOS and Android devices. Guangdong Cable serves more than 20 million customers in the Guangdong province and this latest selection marks NAGRA's growing footprint in China.

Guangdong Cable entrusted its new platform to NAGRA because of their excellent track record in deploying end-to-end solutions and their longstanding expertise in content protection. NAGRA anyCAST solutions presented a unique opportunity for Guangdong Cable to meet its goals of delivering a robust offer to its subscribers with the new services they are asking for.

"We are excited and proud to have been selected by Guangdong Cable to secure their newest hybrid offer and help them bring OTT services to the reach of their subscribers," said Jean-Luc Jezouin, SVP Sales & Services APAC from NAGRA. "Our broad range of security solutions allows us to protect any content for any network type and to device, and provide a flexible and tightly integrated platform that enables many business models. We look forward to supporting Guangdong Cable as they launch their new services."

The NAGRA anyCAST Security Services platform combines both software and hardware security to address a wide variety of service provider needs, from basic access to premium 4K content. Its DRM solution, anyCAST PRM, is endorsed by the Hollywood studios and is DECE and DTLA approved. NAGRA anyCAST security clients can be integrated into almost any set-top box or other open device to create a unified security ecosystem for premium content and are integrated with a wide variety of chipsets and devices.

NAGRA will exhibit at the Radisson Hotel during the CCBN Show in Beijing, March 25-28, 2015, and demonstrate solutions that are enabling the next generation of pay-TV services. From multiscreen 2.0 and Cloud TV, to 4K user experiences and content protection, NAGRA helps service providers create innovative business models that open new opportunities to increase subscriber loyalty and maximize revenue.

### **About Guangdong Cable**

Guangdong Cable is a provincial-level large State-owned cultural enterprise jointly launched by 20 initiators with approval from Guangdong CPC Provincial Committee and Guangdong Provincial Government. Founded on June 6, 2010 and operated on August 5, it's a large modern cable television & broadcast network operator with broadcast & television program transmission as the main business. It has directly affiliated companies, 19 prefecture-level branches and 68 county-level branches, with more than 9100 employees (including dispatched employees). With broad networks in 68 counties in 20 prefecture-level cities, the company serves over 13 million subscribers and owns total assets up to over RMB15 billion. In 2011, Guangdong Cable Fund was set up with capital amount of RMB5 billion.

As an active player in the tri-networks integration, the company strives for leadership in the industry. Beyond profitability growth, it makes efforts to create harmony among humans, natural environment and the society by advocating sustainable development for social benefits and exploring new commercial models for fulfillment of social responsibilities.

### **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 with secure, open, integrated platforms and applications over broadcast, broadband and mobile platforms, enabling compelling and personalized viewing experiences. Please visit [dtv.nagra.com](http://dtv.nagra.com) for more information and follow us on Twitter at [@nagrakudelski](https://twitter.com/nagrakudelski).

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