



## **SFR AND NAGRA PARTNER ON 4K ULTRA HD LAUNCH IN FRANCE**

- SFR, one of France's largest pay-TV operators launches a new 4K Ultra HD service enabling a brand-new and feature-rich experience for viewers, marking one of the country's most advanced 4K Ultra HD offerings.
- NAGRA anyCAST content security and MediaLive multiscreen technologies enable the secure delivery of 4K Ultra HD content, as well as advanced catalogue-based features for SFR's "VideoStore" video-on-demand service and "ShareCast" streaming functionality.

**PARIS, France, and CHESEAUX, Switzerland – November 9, 2015** – SFR, a division of the Altice Group and one of France's largest pay-TV operators, and NAGRA, a digital TV division of the Kudelski Group (SIX:KUD.S) and the world's leading independent provider of content protection and multiscreen television solutions, announced today the launch of the operator's new 4K Ultra HD offer under the brand "La Box Fibre Zive de SFR", marking the country's most advanced Ultra HD offering.

SFR leverages NAGRA's anyCAST content protection to secure its new 4K Ultra HD "La Box Fibre Zive de SFR" multimedia home gateway, and NAGRA's MediaLive multiscreen and video player solution to power its "Video Store" on-demand catalogue and "ShareCast" streaming capability. ShareCast allows streaming of VideoStore on-demand content from the gateway to consumer devices within the home domain.

"SFR is setting a new benchmark in 4K Ultra HD services for viewers in France and we're delighted to be a part of it," said Thierry Legrand, SVP Sales EMEA, NAGRA. "Numericable-SFR has been a long-standing customer of NAGRA's and we applaud them for this latest launch which marks a milestone for TV viewing in France and for Altice Group. Our anyCAST and MediaLive solutions provide the foundation for delivering a next generation TV experience while meeting studio requirements for licensing premium Ultra HD content and enabling a range of advanced services to their subscribers. We look forward to supporting SFR as they grow their service."

NAGRA anyCAST content protection enables service providers to deliver any content over any network to any device. It offers a range of security clients to address different service provider needs including a rich variety of live and on-demand business models and converged CAS/DRM technology for connected networks. NAGRA anyCAST is 4K-ready and trusted and approved by major movie studios and independent auditors.

NAGRA MediaLive is a flexible solution that enables rapid service innovation and multiple monetization options by offering the tools to manage, secure and operate, from a single platform, a wide range of media services across multiple delivery networks, devices and content types, including video-on-demand, catch-up TV, and HTML5 applications. It also implements the NAGRA JoinIn reference architecture, a blueprint for deploying gateway-based connected home services.

**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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