



NAGRA ANYCAST AND OPENTV SOLUTIONS ENABLE DIGITAL CABLE LAUNCH FOR VENKATA SAI MEDIA IN INDIA

- NAGRA enables Venkata Sai Media to offer digital cable TV to local cable operators across the state of Andhra Pradesh and Telangana in India
- NAGRA's anyCAST content protection and OpenTV middleware solutions provide entry-level and advanced digital TV services including user interface, regional languages support and targeted advertising
- The launch marks the first commercial deployment of OpenTV middleware and the first user interface to support Telugu language with a cable operator in India

CHESEAUX, Switzerland – January 12th, 2016 - 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 that it is enabling the launch of a new digital cable and high-speed broadband offering for Venkata Sai Media Private Limited (VSMPL), the largest cable TV service provider in the south of India.

NAGRA's anyCAST content protection and OpenTV middleware technologies were selected by the operator in the context of the government-mandated transition to digital, to provide local cable operators in the state of Andhra Pradesh with access to a variety of digital TV services under the brand name "Media Vision" These will include 276 SD and 24 HD services with plans to introduce value added services like video-on-demand, home shopping and more. This latest launch also marks the first commercial deployment of OpenTV middleware on a cable system in India.

"We are excited to deliver these new digital services to local operators as part of the ongoing digitization efforts in India," said VSMPL. "NAGRA was the vendor of choice in this effort providing pre-integrated conditional access and set-top box software solutions across multiple chipsets. This was a key factor in helping us deliver the services quickly and efficiently."

"VSMPL has acted quickly to meet the digitization timeline set forth by the Indian government and is now able to reach more local operators with our pre-integrated, scalable and fast time-to-market solutions," said Jean-Luc Jezouin, NAGRA's SVP Sales for the Asia-Pacific region. "We are pleased to have been able to support them in this effort helping them deliver advanced functionalities and robust content protection to whole new cable market. We wish them much success with their new platform."

VSMPL's new service will enable a new generation of digital TV services for local cable operators. It boasts built-in features powered by OpenTV middleware such as PVR and targeted advertising and a user interface adapted to the region's multi-lingual landscape. Robust content

protection is provided by the NAGRA anyCAST Security Services Platform which supports a range of services from basic free-to-view to enhanced content like 4K Ultra HD.

About VSMPL

VENKATA SAI MEDIA PRIVATE LTD (VSMPL) is the leading and largest cable provider in South India at present covering both Andhra Pradesh and Telangana states having 1 million subscribers. VSMPL corporate office is located in the heart of the city Hyderabad in Telangana. It has got a high level of service-oriented reputation by continuously working on existing and new technology to improve quality of and offer world standards in cable TV services. VSMPL is committed to consistently providing customers with the best of digital entertainment technology that meets and exceeds their expectations by increasing number of channels at affordable cost with the best of technical support. It is also constantly improving procedures, developing new strategies and technologies to further enhance the quality of infotainment in the cable TV industry. Mr. CH Rajasekhar, the promotor of the company, has been associated with the cable and satellite industry for the past 24 years and has provided leadership on economic, strategic and operational aspects as well as been a key member in the overall development of the satellite and cable industry.

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 for more information and follow us on Twitter at [@nagrakudelski](https://twitter.com/nagrakudelski).

Contacts:

Ivan Schnider
Marketing Communications
+41 21 732 09 40
ivan.schnider@nagra.com

Anita Pang
Marketing Communications
+65 6829 0811
anita.pang@nagra.com

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