



## **PRESS RELEASE**

### **NAGRA SUPPORTS DYNAMIC AD INSERTION (DAI) FOR DISH NETWORK'S MULTISCREEN VOD SERVICE**

- **NAGRA allows U.S. satellite TV provider, DISH, and global satellite technology provider, EchoStar, to deploy dynamic VOD advertising and meet new studio requirements for content licensing**
- **The NAGRA MediaLive Secure Player provides new and standard features that support Dynamic Ad Insertion (DAI) and audience measurement for the DISH Anywhere™ multiscreen service**

**Cheseaux, Switzerland and Englewood, Colo., 19 March 2015** – NAGRA, a Kudelski Group's (SIX:KUD.S) digital TV business and the world's leading independent provider of content protection and multiscreen television solutions, announced today that it is supporting a new dynamic VOD advertising platform for DISH Network L.L.C ("DISH"), and EchoStar Technologies L.L.C. ("EchoStar"), a wholly owned subsidiary of EchoStar Corporation. Through new features of its MediaLive Secure Player solution, NAGRA now supports Dynamic Ad Insertion (DAI) and audience measurement capabilities for the DISH Anywhere™ Video-on-Demand multiscreen service. DISH Anywhere makes it possible for consumers to watch live and recorded content anywhere on Internet-connected tablets, smartphones and computers.

In this market leading implementation, the NAGRA MediaLive Secure Player integrates seamlessly with DISH and EchoStar's DAI and user measurement technology providers to deliver a complete and standard VOD advertising platform for DAI and user measurement – capabilities that are increasingly becoming key requirements from the major studios for content licensing.

"Our technology focuses on the customer experience, be it the programming they watch, the device they use, or even the advertising they see," said Vivek Khemka, DISH Senior Vice President of Product Management. "Along with our other technology partners, the NAGRA MediaLive Secure Player helps us achieve this goal by allowing us to enhance our VOD offering while providing a better and more relevant television experience to consumers."

"The ability to offer DAI on our platform opens up new opportunities for on-demand assets and expanding content offerings," said Mark Jackson, President, EchoStar Technologies. "With the new features of the NAGRA MediaLive Secure Player, we have a tightly integrated system that helps us leverage those opportunities while maintaining a secure multiscreen environment."

"The NAGRA MediaLive Secure Player provides a robust solution that we continuously evolve to enable our customers to meet their business objectives in the fast-evolving and highly fragmented OTT market," said Jean-Michel Puiatti, Senior Vice President of NAGRA's Multiscreen Product Unit. "We're excited to jointly deploy a project with DISH and EchoStar that not only ensures content remains secure in a TV everywhere ecosystem, but now also provides standard support for DAI and audience measurement, in a very flexible and fully configurable way that enhances the overall pay-TV experience."

The DAI-ready NAGRA MediaLive Secure Player supports standard features such as configurable ad-skipping management – including choosing how many times ads need to be watched, reporting of ad viewing to third-party measurement companies as well as video-quality monitoring and reporting for PC/Mac, Android and iOS platforms.

The NAGRA MediaLive Secure Player is pre-integrated with NAGRA's DECE- and DTLA-approved DRM technology to give service providers an operator-controlled DRM functionality they can use to support a wide variety of use cases and business models and ensure a high level of content protection.

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

### **About DISH**

DISH Network Corp. (NASDAQ: DISH), through its subsidiaries, provides approximately 13.978 million pay-TV subscribers, as of Dec. 31, 2014, with the highest-quality programming and technology with the most choices at the best value. Subscribers enjoy a high definition line-up with more than 200 national HD channels, the most international channels, and award-winning HD and DVR technology. DISH Network Corporation is a Fortune 250 company. Visit [www.dish.com](http://www.dish.com).

Subscribe to DISH email alerts: <http://about.dish.com/alerts>

Follow @DISHNews on Twitter: <http://www.twitter.com/DISHNews>

### **About EchoStar**

EchoStar Corporation (NASDAQ: SATS) is the premier global provider of satellite operations and video delivery solutions. EchoStar's wholly owned subsidiary, Hughes, is the world's leading provider of satellite broadband services, delivering network technologies and managed services in more than 100 countries.

Headquartered in Englewood, Colo., with business units worldwide, EchoStar is a multiple Emmy award-winning company that has pioneered advancements in the TV and satellite industries for nearly 30 years, consistently delivering value for customers, partners and investors. Over the last three decades, EchoStar's innovations in video technology have impacted the way consumers view, receive and manage TV programming, garnering numerous awards in recognition of EchoStar's advancements to the media landscape.

EchoStar's consumer solutions include HughesNet<sup>®</sup>, North America's #1 high-speed satellite Internet service; Sling Media's Slingbox<sup>®</sup> products; EchoStar's line of advanced digital video set-top-box products for the satellite and terrestrial viewer markets, including the Hopper<sup>®</sup> and Joey<sup>®</sup>; and further contributions to the worldwide TV experience through partnerships in Canada, Mexico and Europe. For more information, please visit [www.echostar.com](http://www.echostar.com)

### **Contacts:**

Ivan Schnider  
Marketing Communications  
+41 21 732 09 40  
[ivan.schnider@nagra.com](mailto:ivan.schnider@nagra.com)

Christine Oury  
Marketing Communications  
+1 415 962 5433  
[christine.oury@nagra.com](mailto:christine.oury@nagra.com)

Jill Searl  
Brodeur Partners  
Media Relations  
+1 603-559-5824  
[jsearl@brodeur.com](mailto:jsearl@brodeur.com)