



## **KUDELSKI GROUP COMPLETES SALE OF OPENTV'S ADVERTISING ASSETS TO IMAGINE COMMUNICATIONS**

**Cheseaux-sur-Lausanne, Switzerland – October 30, 2014** - The Kudelski Group (SIX: KUD.S), a leading independent provider of media protection and value-added service technology, announced today that Imagine Communications, a market leader of media software and video infrastructure solutions serving the global broadcast, multichannel video programming distributor (MVPDs) and enterprise markets, has acquired the advertising business unit of OpenTV, Inc., a member of the Kudelski Group.

"With this transaction, the Kudelski Group continues to streamline its business portfolio as it increases focus and investment in its core business of content security and digital TV solutions, as well as in new initiatives like cybersecurity," said Yves Pitton, Senior Vice President, Advanced Advertising at OpenTV. "Imagine Communications is an experienced industry player, and the addition of our highly-regarded team and product portfolio represents an exciting opportunity."

The products acquired from OpenTV include the Eclipse*Plus*®, Eclipse®/xG Billing™, Eclipse®/xG Insights™ and Eclipse®/xG Linear™ advertising traffic and billing solutions. Some of the world's leading Cable MSOs use these products to manage over 1.2 billion spots and over \$3.0 billion of advertising revenue annually. The acquisition will expand Imagine Communications' media software portfolio with new capabilities for consolidated billing and extended support for both impression-based and ratings-based advertising.

"This investment reinforces our media software strategy and further deepens our strong commitment to the MVPD market segment," said Charlie Vogt, CEO of Imagine Communications. "The advanced advertising management technologies we have acquired from OpenTV add new capabilities to our portfolio and complement our media, playout and networking platforms. The addition of the experienced and talented research, development and services team from OpenTV further expands our world-class engineering and support expertise to create new innovations for this growing market segment."

### **About the Kudelski Group:**

The Kudelski Group is listed on the Swiss Stock Exchange (SIX:KUD:S). It is a world leader in digital security; its technologies are used in a wide range of services and applications requiring access control and rights management to secure the revenues of content owners and service providers for digital television. The Group also offers cyber security solutions and services focused on helping companies assess risks and vulnerabilities and protect their data and systems. The Kudelski Group is also a technology leader in the area of access control and management of people or vehicles to sites and events. For more information, please visit [www.nagra.com](http://www.nagra.com).

### **About OpenTV**

OpenTV, Inc., a Kudelski Group company, is one of the world's leading providers of advanced digital television solutions dedicated to creating and delivering compelling viewing experiences to consumers of digital content worldwide. The company's software enables advanced program guides, video-on-demand, personal video recording and a variety of enhanced television applications. OpenTV is headquartered in San Francisco, California.

### **About Imagine Communications**

Leveraging more than five decades of innovation, Imagine Communications Corp. is a global leader of media software and video infrastructure solutions serving more than 3,000 broadcast, multichannel video programming distributor, government and enterprise customers spanning 185 countries. Today, nearly half of the world's video channels traverse through more than 3 million of our products deployed

around the world. With a bold vision and commitment to IP-enabled, cloud-based, software-defined platforms and TV Everywhere, Imagine Communications is delivering billions of moments around the world anywhere, anytime and on any device. Visit [www.imaginecommunications.com](http://www.imaginecommunications.com) for more information, and follow us on Twitter @imagine\_comms.

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