



**NAGRA WINS BIG AT VIDEONET CONNECTED TV AWARDS:
intuiTV RECEIVES AWARD FOR
“MAKING TV MORE MILLENIAL FRIENDLY”**

- **Company recognized in three categories of the awards presented at the Connected TV World Summit in London**
- **NAGRA’s intuiTV all-in-one TV experience and Direct-to-TV Security were recognized respectively in the “Contribution to User Experience” and “Big Immersive TV” categories**

CHESEAUX, Switzerland – March 23, 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 has been recognized in three categories of the Videonet Connected TV Awards presented at Connected TV World Summit held March 16-17 in London.

NAGRA’s [intuiTV](#), a brand-new solution that delivers the best of television and Internet TV to pay-TV subscribers in 4K Ultra HD and HD, received the “Making TV More Millennial Friendly” prize, an award created for entries deserving special recognition for addressing the challenges of today’s pay-TV market, including addressing the needs of a new generation of consumers. Additionally, intuiTV was commended in the “Contribution to User Experience” category, while the company’s [Direct-to-TV Security](#) was recognized in “The Big Immersive TV Prize” category.

“We are honored to receive these awards that recognize innovation in the pay-TV space and the technological advancements that move the TV entertainment experience forward,” said Ivan Verbesselt, SVP Group Marketing at NAGRA. “Whether it’s enabling service providers to offer 4K services directly to consumers’ TVs or delivering an ‘all-in-one’ TV experience that blends live TV and streaming on a single platform, NAGRA solutions are designed with the end-consumer in mind while helping operators stay ahead of the competition with fast-time-to-market services and a user experience that today’s viewers demand.”

intuiTV is an “all-in-one” solution designed to dramatically improve the viewing experience for pay-TV subscribers in a fragmented pay-TV world. Offered as a managed cloud-based platform, it brings together the best of live TV and streaming to provide today’s consumers with a more, intuitive, enjoyable and simpler viewing experience.

NAGRA’s Direct-to-TV Security Solutions enable new 4K Ultra HD televisions with Hollywood-approved content security and help provide the Secure Media Path required by MovieLabs Enhanced Content Protection Requirements, allowing pay-TV operators to

deliver their service directly to newly purchased televisions supporting the technology, without the need for an additional set-top box.

About the Videonet Connected TV Awards

The Videonet Connected TV Awards embrace everything that is bold, innovative and timely in the television industry, rewarding the efforts of content owners and broadcasters, platform operators, online service providers, network owners, the advertising industry and their technology and solutions providers. Now in their fifth year, the awards are overseen by Videonet, judged by a panel of independent judges and presented in a ceremony at Connected TV World Summit (March 16-17 in London).

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 provides content providers and DTV operators worldwide with secure, open and 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).

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