



## PRESS RELEASE

### **NAGRA-OPENTV AND TIME WARNER CABLE MEDIA EXTEND ADVANCED ADVERTISING PARTNERSHIP**

- **Time Warner Cable Media selects NAGRA-OpenTV's newest campaign management solution, EclipsePlus®/xG Billing, the first module in its line of next generation advanced advertising products.**
- **EclipsePlus/xG Billing will enable Time Warner Cable Media to produce individual invoices which will include separate lines for metrics and pricing per multi-product campaign or advertising partner, regardless of the type of advertisement placed - whether linear, on-demand, interactive, Internet delivered or addressable.**

**Cheseaux, Switzerland – 5 March 2012** – NAGRA-OpenTV, a Kudelski Group (SIX:KUD.S) company, the world's leading independent provider of content protection and multiscreen television solutions, announced today that they have extended their advanced advertising partnership with Time Warner Cable Media, the advertising sales division of Time Warner Cable. This renewed partnership presents two significant milestones: the selection by Time Warner Cable Media of NAGRA's latest generation campaign management product, EclipsePlus/xG Billing, and the renewal of a deal between both companies for NAGRA-OpenTV's advanced advertising products.

"We have chosen EclipsePlus/xG Billing to be our enterprise system because it supports our desire to serve our clients with a wide and varied portfolio of advertising solutions," said Chris Faw, SVP of Operations for Time Warner Cable Media. "It is a tremendous opportunity to simplify the billing and reporting process for our clients by seamlessly combining multiple advertising products onto a single invoice."

"We are very excited to renew our partnership with Time Warner Cable Media through the new EclipsePlus/xG Billing product," said Paul Woidke, SVP and GM, Advanced Advertising for NAGRA-OpenTV. "EclipsePlus/xG Billing is the cornerstone of our next generation advanced advertising solutions, further strengthening our ability to provide today's MSOs with reliable and robust solutions that not only serve traditional ad campaigns but the growing need to address emerging forms of advanced ads - whether on-demand, interactive, multiscreen or addressable."

EclipsePlus/xG Billing allows a service provider's advertising sales team to combine data from multiple order management and traffic systems into individual invoices based on each ad's metrics and pricing and for any type of ad campaign - including linear, on-demand, interactive, addressable, Web, mobile, satellite, over-the-top and long-form. It is the latest product in the Eclipse® line of campaign management solutions which schedule more than 100 million spots per month and manage more than \$2.5 billion of annual advertising revenue.

#### **About Time Warner Cable**

Time Warner Cable Inc. (NYSE: TWC) is among the largest providers of video, high-speed data and voice services in the United States, connecting more than 14 million customers to entertainment, information and each other. Time Warner Cable Business Class offers data, video

and voice services to businesses of all sizes, cell tower backhaul services to wireless carriers and, through its NaviSite subsidiary, managed and outsourced information technology solutions and cloud services. Time Warner Cable Media, the advertising arm of Time Warner Cable, offers national, regional and local companies innovative advertising solutions. More information about the services of Time Warner Cable is available at [www.timewarnercable.com](http://www.timewarnercable.com), [www.twcbc.com](http://www.twcbc.com), [www.navisite.com](http://www.navisite.com), and [www.twcmedia.com](http://www.twcmedia.com).

### **About NAGRA**

NAGRA, a Kudelski Group company, provides security and multi-screen 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. Its services and content protection technologies are used by 120 pay TV operators, securing content delivered to over 150 million active smart cards and devices. Its advanced user experience solutions are integrated in over 160 million devices, enabling video-on-demand, personal video recording, advanced advertising and enhanced television applications. Please visit [www.nagra.com/dtv](http://www.nagra.com/dtv) for more information and follow us on Twitter at @nagrakudelski.

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