

**MEDIA ALERT - IBC stand 1C81**

**Nagra's DRM Solution Wins CSI Award at IBC 2010**

- NagraVision's leading DRM solution, Nagra Media PRM wins CSI Award for "Best Content Protection Technology"
- Enables DTV service providers to offer a secure and seamless cross-device viewing experience within a managed home domain.
- Offers studio-grade content protection, advanced DVR usage rules and secure content propagation beyond the set-top box

**Amsterdam – September 11, 2010 – IBC 2010 – Nagra-Kudelski stand 1C81** - NagraVision, a Kudelski Group (SIX:KUD.S) company and the world's leading independent provider of value-added content protection solutions, announced today that its Nagra Media PRM (Persistent Rights Management) won the CSI Awards' "Best Content Protection Technology" category.

The CSI Awards 2010, held at IBC every year, are one of the most prestigious technology awards, rewarding excellence in the cable, satellite, terrestrial and IPTV sectors.

"We are thrilled to be recognized in the category of Best Content Protection through our Nagra Media PRM, a solution designed for DTV service providers wanting to enrich their offerings and reduce churn" said Ivan Verbesselt, SVP Marketing, NagraVision. "Consumers today expect to access their content seamlessly across different devices. Nagra Media PRM is a robust and flexible solution that does exactly that. Service providers can monetise content propagation through a convenient home domain experience that honours the rights of all players in the content value chain."

The Nagra Media PRM is a proven and versatile content protection framework enabling innovative content consumption and distribution models without compromising on security. It addresses both hardware security enabled devices and open devices and its robustness rules are certified by the Nagra Advanced Security Certification program (NASC).

The solution offers content protection for on-demand services, storage and playback on a Digital Video Recorder (DVR) and propagation within an authorized domain. It allows an operator to control content consumption and distribution via several kinds of services, including:

- Streamed VOD, pull and push VOD – pre-encrypted content is delivered to the video server, regardless of the type of content delivery network (CDN) in place
- DVR recording and playback – live content is re-scrambled and stored on the hard disk drive (HDD), controlled by PRM.

A rapidly increasing number of NagraVision customers utilize the Nagra Media PRM including Canal Plus in France, Cyfra+ in Poland, HOT in Israel, Mediaset in Italy and BGCTV in China. The NAGRA Media PRM solution is on display at the Nagra-Kudelski IBC stand 1C81.

### **About the Kudelski Group and Nagravision**

The Kudelski Group (SIX: KUD.S) is a world leader in digital security and convergent media solutions for the delivery of digital and interactive content. Its technologies are used in a wide range of services and applications requiring access control and rights management to secure the revenue of content owners and service providers for digital television and interactive applications across broadcast, broadband and mobile delivery networks. The Kudelski Group is also a world technology leader in the area of access control and management of people or vehicles to sites and events. It additionally offers professional recorders and high-end Hi-Fi products. The Kudelski Group is headquartered in Cheseaux-sur-Lausanne, Switzerland. Please visit [www.nagra.com](http://www.nagra.com) for more information.

Nagravision, a Kudelski Group company, is the leading supplier of open conditional access systems, DRM and integrated on-demand solutions for content providers and digital TV operators over broadcast, broadband and mobile platforms. Its technologies are currently being used by more than 120 leading Pay-TV operators worldwide securing content delivered to over 124 million active smart cards and devices. Please visit [www.nagravision.com](http://www.nagravision.com) for more information.

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