



Press release

## **Nagra powers Over-The-Top Service for Spain's leading pay-TV operator DIGITAL+**

- **Launch of Nagra Over-the-Top solution powering iPLUS set-top box-based on demand services**
- **PC/tablet/smartphone on demand and linear TV services to be launched later this year**
- **Nagra Multi-screen solution enables operator-controlled delivery of Over-the-Top services and seamless cross-device experience**

**Cheseaux, Switzerland – February 10<sup>th</sup>, 2011** – Nagra (SIX:KUD.S), the world's leading independent provider of value-added content protection and multi-screen television solutions, and DIGITAL+, the leading pay-TV operator in Spain, announced today the launch of “DIGITAL+ a la carta”, an Over-The-Top VOD and linear TV service powered and secured by Nagra and available to subscribers of the DIGITAL+ satellite service.

“We are excited to expand our offering to our subscribers with a full VOD catalogue for TV and PC that provides the flexibility viewers have come to expect in the way they consume content,” said Adolfo Remacha CTO at DIGITAL+. “Nagra’s solutions have made it easy for us to quickly deploy these new services, ensuring the best possible viewing experience for our subscribers and minimizing our operational costs through a common head-end.”

“DIGITAL+ has been instrumental in developing and bringing advanced digital television services to the Spanish pay-TV market and this new launch is no exception,” said Thierry Legrand, VP SMEA at Nagra. “We have a longstanding relationship with DIGITAL+ and are thrilled to continue to partner with them in delivering these value-added services to their viewers. We look forward to helping them develop their multi-screen strategy.”

“DIGITAL+ a la carta” is powered by Nagra’s multi-screen end-to-end solution. Based on advanced technologies, it allows operators like DIGITAL+ to deploy and manage a wide range of media services across multiple devices using one common platform. The solution maintains the highest security standards and ensures cross-device content security with Nagra’s Persistent Rights Management (PRM) solution, integrated with the set-top box and the Nagra Media Player (NMP) for PCs, smartphones and tablets.

“DIGITAL+ a la carta” is already available to DIGITAL+ subscribers on a iPLUS hybrid set-top box. It offers a complete VOD catalogue to viewers on both a subscription and pay-per-view basis, providing access in both standard and high definition, with catch-up TV functionality. DIGITAL+ will launch in the coming weeks a PC-based service which will include both VOD services and a selection of the best linear channels already offered through DIGITAL+’s broadcast service. Subscription packages are consistent across both set-top box and PC services, allowing subscribers to enjoy the same programming regardless of the device they use.

**About PRISA TV and DIGITAL+**

PRISA TELEVISIÓN is the GRUPO PRISA's audiovisual holding, the owner of the DIGITAL+'s satellite television platform, as well as the leading free Access television provider in Portugal, TVI; the Plural Entertainment production company, with branches in Madrid, Lisbon, Miami and Río de Janeiro; the North American Vme television channel, with headquarters in New York.

PRISA TV (formerly Sogecable) is the leading pay-TV operator in Spain, as well as the pioneer in introducing digital television, high definition (HD), 3D television and interactive services in Spain. DIGITAL+ television channels' platform is the most important one in the Spanish market, having reached more than 1,772,000 subscribers on the 30<sup>th</sup> of September, 2010.

**About Nagra**

Nagra is the leading provider of advanced security and multi-screen user experience solutions for the monetization of digital media. The company's comprehensive end-to-end portfolio offers content providers and DTV operators worldwide with state-of-the-art, secure, open, and integrated platforms and applications over broadcast, broadband and mobile platforms to enable compelling and personalized viewing experiences. Its services and content protection technologies are used by more than 120 leading pay-TV operators around the world securing content delivered to more than 133 million active smart cards and devices. Its advanced user experience solutions have been integrated into more than 150 million devices, enabling advanced user interfaces, video-on-demand, personal video recording, advanced advertising and a variety of enhanced television applications. Please visit [www.nagra.com](http://www.nagra.com) for more information.

**Contacts**

Ivan Schnider (contact for trade media)

Nagra

Head of Marketing Communications

+41 21 732 09 40

[ivan.schnider@nagra.com](mailto:ivan.schnider@nagra.com)

Christine Oury (contact for trade media US)

Nagra

Marketing Communications

+1 415 962 54 33

[christine.oury@nagra.com](mailto:christine.oury@nagra.com)

Daniel Herrera (contact for general interest media)

Kudelski Group

Head of Corporate Communications

+41 21 732 01 81

[daniel.herrera@nagra.com](mailto:daniel.herrera@nagra.com)

Santino Rumasuglia (contact for investors and financial analysts)

Kudelski Group

Head of Investor Relations

+41 21 732 01 24

[santino.rumasuglia@nagra.com](mailto:santino.rumasuglia@nagra.com)

Carlos de Vega  
Sogecable  
Communications and External Relations Director  
[cvega@sogetcable.com](mailto:cvega@sogetcable.com)