

## Press Release

### **NAGRA Media Multi Operator Service Delivery Platform Wins IEC's 2009 InfoVision Award**

- InfoVision Awards celebrate some of the industry's most notable broadband products, services, and applications
- The Multi Operator Service Delivery Platform has won the 2009 "Content, Entertainment, Applications, and Services" award.
- The Platform provides a highly effective and affordable IPTV solution for smaller networks through its multi-operator / wholesale capability

**Cheseaux, Switzerland – September 11, 2009** – The Kudelski Group (SIX:KUD.VX) announced that its NAGRA Media Multi Operator Service Delivery Platform (SDP) has won the prestigious 2009 InfoVision Award from the International Engineering Consortium (IEC). The awards honour some of the industry's most notable broadband products, services, and applications and were presented at the Broadband World Forum Europe 2009. The platform has been developed by Quative and is being provided by Nagravision as a cornerstone of the NAGRA Media IPTV Solution. Quative is a wholly owned subsidiary of the Kudelski Group focused on products for hybrid IP deployments. The solution won the award in the category of "Content, Entertainment, Applications, and Services". The NAGRA Media Multi Operator SDP provides a highly effective and affordable IPTV solution for smaller networks. The multi-operator capability allows the achievement of economies of scale across multiple deployments, thus significantly lowering the investment threshold for each individual deployment.

The NAGRA Media Multi Operator SDP broke new ground in the industry by being the first of its kind to be fully deployed in the field. The solution is based on a centralised NAGRA Media SDP, which brings three significant benefits to operators connected to a central service platform providing a hosted service: they no longer require their own MPEG-4 broadcast headends, nor their own middleware platform nor security system.

"At this stage of maturity of the IPTV industry this multi operator capability is well on its way to becoming a crucial enabler for smaller operators to launch competitive IPTV services," Sebastian Kramer, CEO Quative Limited. "This centrally hosted service approach is significantly more cost efficient from both an OPEX and a CAPEX point of view, and is ideally suited to serve smaller local operator networks with a limited number of subscribers where conventional solutions would be prohibitively expensive."

"The IEC's InfoVision Awards give tribute to the top broadband technologies in deployment today. We're pleased to recognize Nagravision as a Winner for its NAGRA Media Multi Operator SDP in the Content, Entertainment, Applications, and Services category," commented IEC President John Janowiak.

The NAGRA Media Multi Operator SDP supports a number of different subscriber management systems (SMS) and different emergency alert systems (EAS), covering those which are most

common in the specific market segment. This allows local operators to be instantly integrated on the platform because of these pre-integrated backend systems.

The platform includes an embedded content management system (CMS), the NAGRA Media CMS, which has been integrated with numerous EPG data feeds and video-on-demand (VOD) content platforms. Operators are provided with their own web based management interface to select online which linear or on demand content packages they want to publish on their network. Further, the operator can rebrand the advanced browser-based user interface. This means that the operator is truly able to manage its own subscribers, including not only access to content, but also the UI look and feel. This combination of low investment threshold through centralised deployment with full flexibility to locally manage and differentiate the service is unique in the industry at this point.

Nagravision and Quative demonstrate the NAGRA Media SDP solution at the IBC in Amsterdam, The Netherlands on booth I.D69 (September 11-15, 2009).

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

The Kudelski Group (SIX:KUD.VX) 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 114 million active smart cards and devices. Please visit [www.nagravision.com](http://www.nagravision.com) for more information.

Quative Limited is a wholly owned subsidiary of the Kudelski Group and part of its Digital TV Division. Quative provides a next-generation award winning Service Delivery Platform (SDP) in combination with a comprehensive Content Management System (CMS) from Nagravision/Lysis and acts as a specialized end-to-end IPTV solution integrator for service providers. Quative is focusing on telecom and Internet service providers launching new IPTV services or migrating to next-generation IPTV solutions. Quative also offers a solution for cable and satellite/terrestrial pay TV providers deploying IPTV to seamlessly enrich the existing broadcast services. Please visit [www.quative.tv](http://www.quative.tv) for more information.

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