

Press Release

Nagravision to Protect Dream Satellite TV's Commercial DVB-H Mobile TV Service in the Philippines

- Dream Satellite TV to launch mobile TV services in Manila by year's end
- Nagravision conditional access solution to protect content and future revenues for new mobile TV service
- The Nagravision solution allows PMSI to deliver a wide range of business models to increase revenues

Cheseaux, Switzerland – September 03, 2007 - Nagravision, a Kudelski Group Company (SWX:KUD) and the world's leading independent provider of content protection and value-added service technology, was selected by Dream Satellite TV, a brand of Philippine Multimedia System, Inc. (PMSI), to protect the content rights for its commercial deployment of DVB-H mobile TV services in the Philippines. Nagravision's conditional access system will guarantee secure access to mobile TV channels for PMSI subscribers wishing to watch TV on mobile devices. The Nagravision solution protects premium content and future PMSI revenues by allowing only paying subscribers to access the content for which they've agreed to pay and preventing others from receiving that content for free.

PMSI has established partnerships with different content providers such as the Associated Broadcasting Company (ABC5), a leading free-to-air broadcaster with frequencies in over 40 major cities. PMSI's strategy includes unique programming content and nationwide coverage. They plan to offer 10 channels of programming at service launch including one free channel. Testing their mobile TV signals since late last year, PMSI has five transmission stations spread throughout metro Manila, where the service will be launched commercially by the end of 2007.

"We selected a market proven solution and company to protect the content rights for our new mobile TV services. The Nagravision Mobile conditional access system matches our needs perfectly," said Cesar G. Reyes, CEO of PMSI.

PMSI, the first and only duly-licensed satellite pay-TV operator using digital video broadcasting in the Philippines uses Nagra Mobile TV conditional access solution to protect access to eight live channels of 24/7 programming and four pay-per-view channels on select. Enhancing people's lives through innovative technology-based products, PMSI is a pioneer in the Asia market. Initial service offerings for mobile TV will be available on Samsung P930 DVB-H compatible handsets and also on Quantum portable media players.

Peter Iannazzo, the Nagravision VP Asia Pacific, said, "Dream Satellite TV, a brand of PMSI, is recognised as a leader in mobile technology in the Philippines and we're delighted they've turned to Nagravision to help make their mobile TV plans a reality."

Nagravision technology manages user access rights to protect as well as maximise PMSI's mobile TV revenues from delivering premium and value-added mobile content. The Nagravision solution allows PMSI to deliver a wide range of business models to increase revenues, from pay-per-subscription to pay-per-view and pay-per-time.

DVB-H is the dominant mobile TV technology in Europe and Italy was the first country in the world to choose it three times (H3G, TIM and Vodafone Italy Mobile Network Operators, each use the Nagravision Mobile TV solution) since 2006. The Philippines currently have more than 42 million phone subscribers providing mobile TV services with a strong market potential.

-ends-

Notes for editors

DVB-H is a standard specified by the European Telecommunications Standards Institute (ETSI) specifically for the broadcasting of TV content and data to handheld devices, such as mobile phones. Unlike 3G technology, DVB-H does not require point-to-point access to the network and offers broadcast-quality transmission for reception on low-powered devices as well as an ideal one-click-access mobile TV user experience. Nagravision technology secures the access to the encrypted broadcast TV signals, offering a palette of pay business models to increase mobile TV revenues.

The Nagravision Mobile TV solution offers protection on broadcast DVB-H, MediaFLO, DMB STIMI, DVB-SH and MBMS networks. Today, the service fully supports both Open Security Framework and Smartcard profile standards, using a DVB SimulCrypt compliant interface to insure interoperability.

The Nagravision Open Security solution chosen by PMSI allows a variety of business models - from subscription TV and pay-per-view to offline business models - which do not require handset-server interaction to acquire content rights.

Offline business models are ideal for pay-per-time and mass-audience impulsive pay-per-view events such as football game pay-per-view. These business models provide an excellent user experience by rapidly allowing millions of users to acquire their access rights within seconds without overloading the mobile network and security servers..

About PMSI

PMSI is the first and only duly-licensed Satellite Pay-TV operator using Digital Video Broadcasting (DVB) technology in the Philippines. It's currently offering 52 digital TV channels covering the entire country. As such, Mobile TV will be an extension of its existing commercial operations which began in 2001. PMSI has partnered with Associated Broadcasting Company (ABC5) amongst others to bring its service to Digital Video Broadcasting - Handheld (DVB-H) compatible terminals. ABC5 is a leading free-to-air broadcaster with frequencies in over 40 major cities. ABC 5 envisions being a leading provider of content for DVB-H.

Visit www.dream.com.ph or email mobiletv@dream.com.ph for more information.

About the Kudelski Group/Nagravision

The Kudelski Group (SWX: KUD.VX), is the world leader in digital security. Its technologies are used in a wide range of applications requiring access control and rights management, whether for securing transfer of information (digital television, broadband Internet, video-on-demand, interactive applications, etc.) or to control and manage access of people or vehicles to sites and events. The Kudelski Group is headquartered in Cheseaux-sur-Lausanne, Switzerland. For more information, please visit www.nagra.com.

Nagravision (www.nagravision.com), a Kudelski Group company, is the world's leading independent 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 100 leading Pay-TV operators worldwide securing content delivered to over 77,5 million active smart cards and devices.

Nagravision press contact

Ivan Schnider

Nagravision - Kudelski Group Head of Marketing & Communications

+41 79 778 94 12

ivan.schnider@nagra.com