

# NAGRA AND THIS TECHNOLOGY TO DEMONSTRATE MULTISCREEN ADVERTISING AT THE CABLE SHOW 2011

CableNET® demonstration will show synchronized, dynamically-inserted ads on traditional and second screens in an SCTE-130 environment

The Cable Show (NCTA), Chicago, IL - June 14, 2011 - Nagra, a Kudelski Group (SIX:KUD.S) company, the world's leading independent provider of content protection and multiscreen television solutions, and This Technology, a leading provider of software solutions for dynamic ad insertion, will demonstrate how cable operators can leverage multiscreen advertising opportunities using interfaces defined in the SCTE-130 advanced advertising standard. The demonstration will show Nagra's OpenTV advertising technology integrated with This Technology's dynamic advertising solutions in the CableNET® exhibit at The Cable Show 2011, taking place June 14-16 in Chicago.

"Consumers' desire to watch programming on multiple screens has never been greater, and along with this demand come opportunities for service providers and programmers to engage with their viewers over multiple devices - through programming and through advertising," said Paul Woidke, SVP and GM, Advanced Advertising for Nagra. "At CableNET®, with our business partner This Technology, we will be demonstrating these new multiscreen advertising opportunities and showing that a common back office scheduling and delivery mechanism across devices is truly the key to success."

"As programmers and operators actively pursue engagement with viewers on second screens, taking advantage of the associated ad opportunities that exist for both parties is crucial to monetizing the new ad inventory that will become available," said Jeffrey Sherwin, Chief Executive Officer of This Technology. "Nagra and This Technology have taken a proven solution for traditional dynamic ad insertion and successfully extended it to emerging mobile environments. Full control over where and how ads are displayed leverages the ability to create new revenue streams in defined inventory segments while jointly utilizing advanced advertising dynamics."

The demonstration will use Nagra's OpenTV Participate product, integrated with This Technology's SpotBuilder and SpotLink service. It will show how a non-linear video stream containing a 30-second spot can provide a synchronized advertising experience on a second screen device, if the rules established by the content owner for the ad inventory permit. The device will contain a "leave behind" ad experience that will survive until the next ad is played. Not only does the viewer benefit from richer and deeper relevant advertising, but the programmer and operator are enabled to share in the revenue opportunity.

This Technology's SpotBuilder will provide rules and a view of the extensible inventory in the stream, with the ability to dynamically control whether interactive ads appear on one or both screens. Additionally, This Technology will unveil the OpenTV Participate plug-in for Spotlink, This Technology's open bridge for SCTE-130 and programmer broadband ad servers. The OpenTV Participate plug-in for SpotLink will deliver both decisions for video ads and the corresponding secondary interactive ad if the placement opportunity allows. All opportunities and decisions will be provided by SCTE-130 interfaces.

## 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 144 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, and enhanced television applications.

Please visit [www.nagra.com](http://www.nagra.com) for more information.

#### About This Technology, LLC

This Technology, LLC gives cable operators and networks complete visibility and control over digital content and advanced advertising inventory. Our software products provide metadata management, ad space management, and interconnect software. All products are platform agnostic and cost-efficient, allowing advertising rights holders to define and control their supply of content and advertising opportunities. With support for VOD, network DVR, IPTV and mobile devices, This Technology empowers the advertising industry to efficiently manage dynamic ad insertion across all new video applications where management of shared inventory is a core business requirement. . For more information about This Technology, visit [www.thistech.com](http://www.thistech.com).