



# NAGRA MEDIA ACCESS SOLUTIONS

*The world's leading independent conditional access solutions*

## BOOST YOUR BUSINESS WITH INNOVATIVE PAY-TV FEATURES AND SECURE YOUR REVENUES

*With over two decades of Pay TV experience, Nagravision is today the world's leading independent supplier of conditional access solutions securing premium content delivered to over 101 million active smart cards and devices. More than 100 of the largest and most advanced Pay TV operators worldwide trust Nagravision to protect their revenues and to deploy innovative business models.*

CAPTURE MARKET OPPORTUNITIES BY TAKING ADVANTAGE OF NAGRA MEDIA ACCESS SOLUTIONS BENEFITS

- ✕ State-of-the-art security
- ✕ Scalability to match operators' business growth
- ✕ Robustness and high reliability
- ✕ Reduced operating costs
- ✕ Class leading customer support and customization

NAGRA MEDIA ACCESS SOLUTIONS OFFER UNIQUE ATTRIBUTES TO ADDRESS YOUR MARKET CHALLENGES

- ✕ Advanced Pay TV products (Pay Per Time, season ticket, conditional products, pre-paid and voucher management, etc)
- ✕ Flexible TV consumption with On-Demand services (Push/Pull VOD, DVR, etc)
- ✕ Hybrid technology to combine both the broadcast and the broadband worlds
- ✕ Unique Pay-TV experience with interactive applications
- ✕ SI/PSI information management capabilities



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## THE CAS MARKET

Access to valuable content needs to be controlled by the Pay TV operator, both to secure revenues from subscribers, and to protect the content owner's copyright material from illegal copying and distribution. To ensure this, the content is encrypted under the control of the NAGRA Media ACCESS Conditional Access System (CAS), and made accessible only to authorised and authenticated subscribers. At the last moment, in the subscriber's premises, the content can then be decrypted and delivered via a secure path to the TV set (for example using HDMI/HDCP for HD content).

## REVENUE GENERATION

In addition to providing the basic protection scheme (encryption, authentication, decryption), NAGRA Media ACCESS has the capacity to add value by supporting many different types of business model, including regular subscription, pay per view based on any mixture of call-ahead, pre-purchased tokens, and interactive impulse purchase at the last moment, pay per time, and a wide selection of mechanisms for delivering video on demand (VOD). NAGRA Media ACCESS can also be used for wholesale operations, where one operator can offer their services to other providers, whose Pay TV bouquets are then commercialised across the first operator's network, building a more attractive viewing proposition for the end subscriber.

## SECURITY CONCEPTS

In order to protect the interests of both the Pay TV operators and the content owners, it is necessary to take a global system approach to security, with the CAS fully securing the video stream. A dynamic approach is required, integrating the different activities inherent in content protection, piracy detection, and delivery of countermeasures and legal responses. Provision of these security services is based on Nagravision's specialist teams, who can analyse and respond appropriately to any threats that there may be to the operator's bouquet. Nagravision systems are designed to be capable of continuous evolution and dynamic upgrades to counter any security risks, based on use of state of the art security tools and the experience gained in our worldwide deployments for broadcast, broadband, IP and mobile environments.

## HYBRID NETWORKS

The hybrid capabilities of the NAGRA Media ACCESS solutions allow for the convergence of multiple networks, for example IP and satellite, or IP and terrestrial. Optimal security is ensured either through a card-based solution (CLK-CAS), a cardless solution (ELK-CAS), or a combination of both. Nagravision hybrid technology brings independence and cross-device experience. Nagravision's Federated Head End systems mean that the Pay TV operator is able to work in a single, unified environment for the management of hybrid deployments.

## INTEGRATED SOLUTION

Compliant with major industry standards such as DVB (Digital Video Broadcasting), the NAGRA Media ACCESS systems have proven scalability, operating in networks from several thousand to many millions of subscribers. Based on an open and modular architecture, the Nagravision systems benefit from optimal integration within the Pay TV ecosystem: Nagravision technologies have been integrated by more than 100 set-top box manufacturers as well as large numbers of multiplexer, content management and interactive TV system vendors. In addition, a gateway is available to provide simple integration with legacy subscriber management systems.

## COMPLETE VALUE CHAIN EXPERTISE

Nagravision, together with its Kudelski Group sister companies, has unparalleled know-how and experience in the delivery of complete end-to-end secure digital Pay TV solutions. Nagravision can take responsibility for overall system integration, from set-top box selection and production, to legacy SMS integration and development of a complete EPG system. Nagravision has also developed its own subscriber management system, offers further expertise in content management solutions through its class-leading NAGRA Media Content Management system traffic and scheduling product, and has long standing partnership agreements with most of the major interactive application suppliers. Along with the NAGRA Media ACCESS solutions comes the expertise of a group active in all aspects of the Pay TV ecosystem.

