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✕ **NAGRAVISION** ENTRY LEVEL PAY TV  
**TURNKEY SOLUTION**

**NAGRAVISION**

KUDELSKI GROUP

enabling digital tv convergence



# TURNKEY END-TO-END SOLUTION FOR SMALL AND MEDIUM-SIZED DIGITAL TV OPERATORS

A COST-EFFECTIVE TURNKEY SOLUTION THAT INCLUDES A NAGRAVISION CONDITIONAL ACCESS SYSTEM, A SUBSCRIBER MANAGEMENT SYSTEM, SET-TOP BOXES, SMARTCARDS, APPLICATIONS AND MULTIPLEXERS

Nagravision offers a cost-effective end-to-end solution for television operators switching over to digital TV technology. The company regards operators as partners and supports them with its wealth of experience in the Pay-TV market. Nagravision truly brings its renowned solution flexibility to small and medium-sized television operators in a way that is focused on fast roll-out and subscriber acquisition. Nagravision continually seeks novel ways for its customers to increase ARPU and reduce churn.

## VALUE PROPOSITION

### A REAL TURNKEY SOLUTION

Nagravision provides operators with skilled personnel to manage the entire integration project, including relationships with its partners. Nagravision gives the word "turnkey" its real meaning.

### A COST-EFFECTIVE SOLUTION

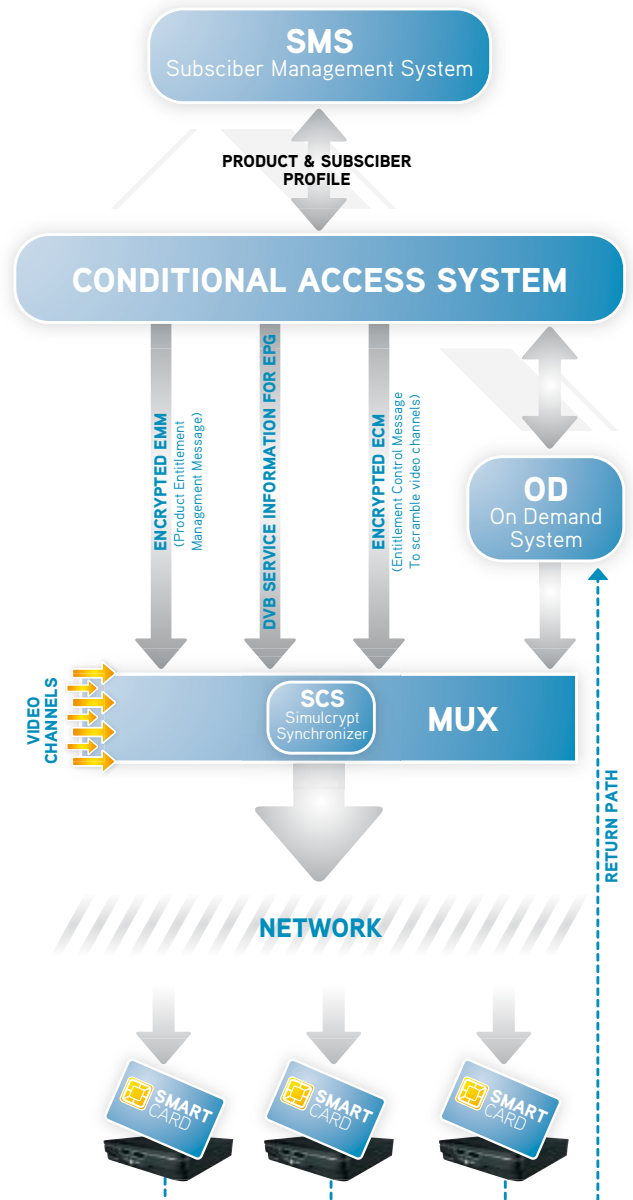
The cost-effective solution provides the key features and capabilities proven to make the most significant and positive impact on operator revenues.

### A SOLUTION DRIVEN BY BUSINESS PROFITABILITY

By optimizing the cost of the turnkey solution, Nagravision increases the profitability of the television operator. This profitability could be even more increased by adding Video-on-Demand.

### EXPEDITED ROLLOUT

Using standard turnkey solution components, which have been pre-tested and pre-integrated, allows Nagravision to deploy a new system within **less than three months of the contract signature.**



- ✕ 01\_SHORT TIME-TO-MARKET (LESS THAN 3 MONTHS)
- ✕ 02\_SECURE AND COST-EFFECTIVE SOLUTION - NO SECURITY DEGRADATION
- ✕ 03\_SUPPORT OF HIGHLIGHT BUSINESS FUNCTIONS (CONTRACT MANAGEMENT AND REPORTING)
- ✕ 04\_ABILITY TO SCALE AND MANAGE INCREASING NUMBERS OF SUBSCRIBERS
- ✕ 05\_UPGRADE PATH TO SUPPORT ON-DEMAND SERVICES
- ✕ 06\_DEPLOYED AND AVAILABLE TODAY WITH PROVEN SCALABILITY



### NAGRAVISION ENTRY LEVEL PAY TV TURNKEY SOLUTION

With more than 84 million active smartcards protecting deployments for over 120 customers on all continents, Nagravision has gathered the experience needed in all specific markets. Thanks to that experience, Nagravision has defined the set of features that are most requested, as well as the partners that best deliver on those features in the most cost-effective manner. Nagravision has brought all that into a turnkey solution which is made up of a Conditional Access System (CAS), a Subscriber Management System (SMS), set-top boxes, smartcards, applications and multiplexers. Video-on-Demand can be added as an option.

### CONDITIONAL ACCESS SYSTEM (CAS)

The CAS generates information needed to encrypt television streams and ensure that only those subscribers who have subscribed to a given channel can actually view that channel. The core CAS supports the following features:

- ✕ Subscription services
- ✕ Support of up to 500,000 subscribers
- ✕ Support of up to 200 television services
- ✕ Access criteria management
- ✕ DVB Service Information generation and management
- ✕ Geographical blackout
- ✕ Redundancy options



### SUBSCRIBER MANAGEMENT SYSTEM (SMS)

The SMS provides one main repository for all subscriber contract data. The system manages all subscription, contract and payment operations regarding the subscribers. It holds information on the services consumed by a subscriber and thus constitutes a valuable source for marketing, reporting, accounting and billing.



### SET-TOP BOXES

Set-top boxes incur a significant cost on the operator. Nagravision has partnered with leading set-top box manufacturers in order to provide operators with the best mix of set-top boxes for their subscribers. Two main types of set-top boxes are provided:

- ✕ Zappers support standard definition television
- ✕ Advanced set-top boxes support high definition as well as Video-on-Demand; the VOD option is enabled as needed.

In either case, the set-top box supports a 7-day EPG.

### SMARTCARDS

The smartcards used for the Turnkey Solution are paired with the set-top boxes in such a way that only an authorized pair of set-top box and smartcard can communicate with one another. Pairing helps the operator prevent revenue leakage due to viewers using the same smartcard on multiple set-top boxes.

### INTERACTIVE APPLICATION

Electronic Program Guide (EPG) is the standard application within the Entry Level Turnkey solution. The EPG gives the subscriber a user-friendly television access to the channel schedule, including enhanced information about channels and events.

### VIDEO ON DEMAND

VOD helps the television service provider increase its average revenue per subscriber (ARPU) and/or reduce churn.

### MULTIPLEXERS

Multiplexers streamline video streams from multiple sources into a single transport. In the context of the turnkey solution, the multiplexer hosts the SimulCrypt Synchronizer and the scrambler.