



## PRESS RELEASE

### **Irdeto Digital TV Solution Chosen by NTF for New French Digital Terrestrial Pay Television Service**

*Leading CA provider further strengthens position in European DTT market*

**Amsterdam, The Netherlands – IBC 2007- September 7, 2007** – Irdeto; the proven expert in content security for digital TV, IPTV and mobile; has finalized an exclusive customer agreement with Neotion TNT France (NTF) to provide its Irdeto Digital TV conditional access (CA) solution for NTF's new digital terrestrial television (DTT) pay TV service in France.

Under terms of the agreement, NTF will license the Irdeto Digital TV solution and integrate it in digital TV sets designed by leading electronics vendors. Robust content security is essential to the success of the NTF DTT service to protect content and broadcast transmissions against unauthorized access. NTF chose Irdeto's CA system for its proven record of exceptional content security within digital TV networks worldwide.

Registered by the Conseil Supérieur de l'Audiovisuel (CSA), the French broadcasting regulator, as an official DTT Pay TV Distributor, NTF intends to play a key role in the promising development of Pay DTT in France. "Neotion started NTF to capitalize on its unique technology and provide an opportunity to deliver digital broadcast offerings in France that meet digital TV legislative requirements," said Laurent Jabiol, President of NTF. French digital terrestrial pay TV services must be transmitted in MPEG-4, which creates the perfect momentum for NEOTION Pockets – the original MPEG-4 credit card decoder that fits plug-n-play slots in all DTT enabled TV sets, which will be mandatory in the marketplace beginning December 5, 2007 according to French law.

Digital TV set sales are on the rise in Europe and across the globe, spurred by pending analog switch-off deadlines. More than 65 million European households have already transitioned to digital TV services, according to research firm Datamonitor, with growth



trends expected to soar through 2010. The research firm expects 187 million digital TV households in Europe and the US by 2010. France has set a 2011 deadline for the country's analog-to-digital conversion efforts.

“The looming analog switch-off deadlines are pushing operators to invest heavily in network infrastructure to create additional pay TV revenue models,” said Doug Lowther, vice president of sales and marketing for Irdeto. “With nearly 40 years experience in pay TV technology, Irdeto provides a flexible and highly-scalable CA solution to meet the security requirements of both operators and content owners, including NTF, looking to protect their valuable digital assets.”

Currently, sixty percent of French terrestrial households do not subscribe to any pay TV service. NEOTION's Pocket « plug-and-watch » Technology, tailored for mainstream digital television flat panels, will expose a new array of customers to premium content when they purchase a new TV set. This innovative way of deploying Pay TV in a horizontal market is expected to expand beyond France, into every European country launching DTT.

**Irdeto will exhibit at IBC in Amsterdam, The Netherlands from September 7-11, 2007. Please visit stand 1.451 for live demonstrations of our Digital TV, IPTV and mobile content security solutions.**

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#### **About Irdeto**

Irdeto, headquartered near Amsterdam, the Netherlands, is a subsidiary of the multinational media group Naspers (JSE: NPN). Irdeto specializes in designing, developing and marketing end-to-end solutions to manage and protect content from unauthorized access in the television broadcast, broadband and mobile environments. With nearly 40 years of providing pay TV technology and proven success in deploying security solutions across the globe, Irdeto continues to offer innovative products to its customers. To contact your regional office, retrieve further information on the company, or view career opportunities with Irdeto, please visit [www.irdeto.com](http://www.irdeto.com).

#### **About NTF**

NTF is a subsidiary of NEOTION SA. The company is managed by President, Laurent JABIOL, and by Managing Director, Antoine GANNE, a former CSA Regulator.



Duly registered by the CSA as Pay TV official DTT Distributor, NTF will play a key role in the promising development of Pay DTT in France. Leveraging on the unique expertise and support of NEOTION's MPEG-4 and Conditional Access, NTF is structuring its low cost offering deployment around the unique Pocket Technology: the very first credit card size MPEG-4 decoder that can seamlessly be slotted into any DTT enabled TV set (iDTV – which by Law will be mandatory in France, for all screen sizes, by December 5, 2007 onward).

The Pay DTT line up today comprises 11 channels, all selected by the CSA Regulator, of which four signed a « Premium » convention (Canal+, Canal+ Cinema, Canal+ Sport, and TPS Star) and seven additional TV channels, which, as per the regulation, must also be distributed separately from the Premium ones (namely being, as per the logical channel numbering defined by the CSA: Paris Première, AB1, Planète, TF6, Canal J, LCI and Eurosport). Internet : [www.neotion.com](http://www.neotion.com)

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