



**2008 Mobile World Congress**  
**NDS Booth: Avenue 100**  
**UDcast Booth: Hall 2 B89**

## **NDS and UDcast Team Up to Offer Content Protection for DVB-H Mobile TV**

*VideoGuard® integrated with leading DVB-H encapsulation and network infrastructure maximizes operator revenue through secure Mobile TV content and business models such as targeted advertising*

**BARCELONA, Spain – 2008 Mobile World Congress – February 11, 2008** – NDS, the leading provider of technology solutions for digital pay-TV, and UDcast, a leading provider of wireless IP broadcast solutions, today announced a partnership to provide content protection for DVB-H Mobile TV services, securing the delivery of premium TV content to mobile devices and further enabling the ecosystem supporting global deployment of DVB-H.

As part of the partnership, NDS has integrated its VideoGuard® Mobile TV content protection system for DVB-H with UDcast's Mobile TV head-end solution to provide a secure environment for Mobile broadcast and on-demand video. This solution will help operators to maximize revenue from mobile TV services by providing premium content to end users as well as enabling business models such as targeted advertising. The companies recently completed integration testing of the system, proving seamless and effortless interoperability for broadcasters and mobile network operators deploying best of breed technologies.

NDS and UDcast (**Hall 2 - Booth 2B89**) are demonstrating their respective technologies for content protection and DVB-H network infrastructure at the 2008 GSMA Mobile World Congress, taking place February 11-14 in Barcelona.

"This joint solution allows an operator to acquire and offer high-quality content to his customers in a simple and cost-effective way," said Nigel Smith, NDS Chief Marketing Officer. "The content protection system supplied by NDS is used on over 82 million devices worldwide, and is trusted by all the major content owners. Together with the IP encapsulation provided by UDcast, this solution will enable mobile operators to create serious, revenue-generating businesses."

"True success with Mobile TV services comes about by providing more content that users demand and services that help to increase revenue, such as targeted advertising, so security is a top priority," said Jas Saini, CEO, UDcast. "Our customers expect our IP Encapsulators to enable a full range of service protection solutions in response to their business models and content security requirements. We are proud to work with NDS to provide this step forward in the DVB-H ecosystem through a commitment to standards and interoperability."

UDcast's DVB-H solutions are enabling commercial Mobile TV operations in Italy, Finland, Vietnam, India, Malaysia and Philippines. The company provides advanced technologies by pooling together wireless, broadcasting and Internet protocol.

### **About UDcast**

UDcast is a leading software company providing IP broadcast solutions for the delivery of content to a broad range of devices over existing and emerging wireless networks worldwide. UDcast's Mobile TV technology is a key component in the end-to-end solutions from major systems providers including Motorola, Nokia, NSN, Alcatel-Lucent, Tandberg-Ericsson, Cisco-Scientific

Atlanta, Harris Broadcasting and others. UDcast's satellite-aware IP appliances are widely deployed at thousands of sites around the globe. The Company was recognized in 2007 as a leading European technology company by the prestigious Red Herring Hot 100 award. The Company maintains its global headquarters in Sophia-Antipolis, France with offices in the USA, Spain, Algeria and Italy. For more information, visit [www.udcast.com](http://www.udcast.com).

#### **About NDS**

NDS Group plc (NASDAQ: NNDS), a majority owned subsidiary of News Corporation, supplies open end-to-end digital technology and services to pay-television platform operators and content providers. See [www.nds.com](http://www.nds.com) for more information about NDS.

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