

# VideoGuard Pre-Paid™ Solution

VideoGuard Pre-Paid™ is a flexible solution for both new and established operators to attract customers who prefer pay-as-you-go TV services.

In both emerging and mature pay-TV markets, operators want to boost sales and supplement their traditional “post-paid” contract subscribers by offering innovative payment methods. Flexible pre-paid packages, similar to those used for mobile phones, will appeal to consumers without credit or those that prefer to pay in advance. Pre-paid services preclude long-term credit agreements with the operator. Consumers simply “charge up” their account and then spend it viewing pay-TV services.

VideoGuard®, the industry-leading Conditional Access system, now offers a pre-paid module. Available pre-configured with back-office solutions from Brand-ID and ETI, it enables pay-TV operators to quickly gain access to this valuable revenue source while minimising costs.

## The key steps to pre-paid TV

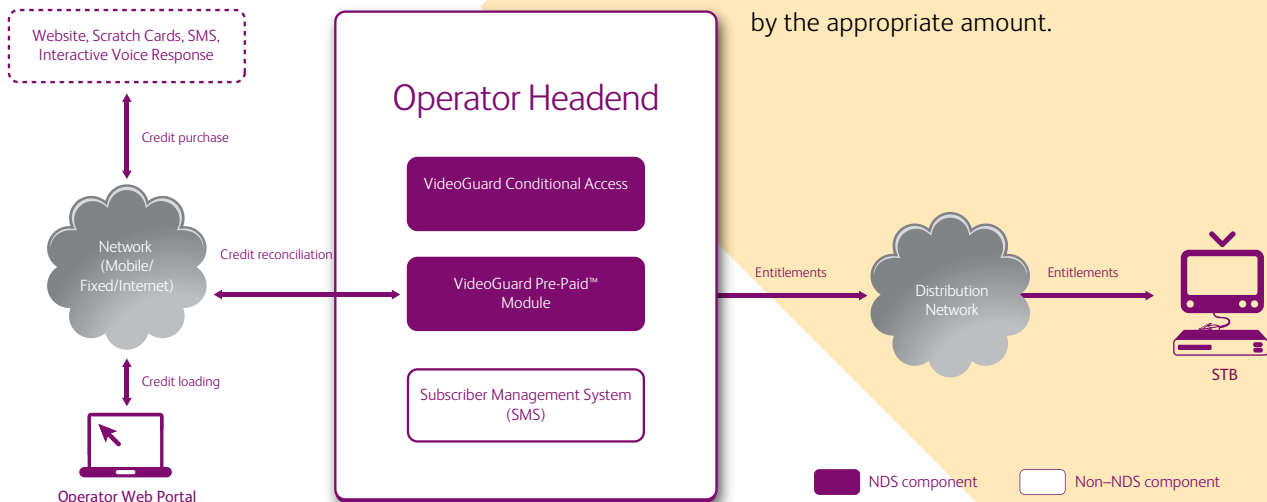
In a pre-paid system, credit is purchased, stored and subsequently debited based on usage. This gives end-users maximum flexibility when making pay-TV viewing payments. The pre-paid process includes the following stages:

**Credit purchase:** Customers use their local currency to purchase “credit tokens” that can be processed by the TV operator using several methods described below.

**Credit loading:** The credit token is “loaded” from the point-of-sale location to the operator’s headend using the existing call centre, through SMS messaging, or via a Web portal.

**Credit reconciliation:** The credit token is mapped to the appropriate TV customer’s account. Its value is then converted into entitlements that can be used to order service subscriptions for a period of time, and one-time events such as movies, sports events or even bouquets of channels.

**Entitlement management:** The VideoGuard® headend sends the entitlement to the customer’s set-top box to enable viewing, while his credit balance is then reduced by the appropriate amount.



## A choice of payment methods

NDS VideoGuard Pre-Paid™ enables operators to quickly deploy a solution and kick-start a new revenue stream through a range of payment options:

**Scratch cards:** Often used in combination with text messaging on mobile phones, the scratch card's unique number can be easily and simply transmitted to the operator's billing system.

**Text messaging:** Text messaging can be used to bill the customer for services consumed. It also opens up opportunities to send direct marketing or advertising messages relating to the content they view.

**Phone calls:** These range from Interactive Voice Response systems (IVRs), customer service centres, or premium rate calls.

**Web portal:** The Web portal has become a popular way for end-users to self-serve, and purchase/load credit. It offers simple connectivity to back-end systems, and many opportunities for cross marketing or advertising.

**Pre-entitled smart cards:** Pre-loaded during the manufacturing process, this credit typically relates to a certain bouquet of channels, for a fixed time beginning with activation.

## More ways to generate revenue

With VideoGuard Pre-Paid, operators can address a previously unreachable market segment to sell their premium content and services to the full spectrum of potential subscribers. Its granular entitlement management opens up a range of pre-payment business models, including:

- Pay-per-bouquet
- Pay-per channel
- Pay-per-subscription
- Pay-per-time
- Pay-per-view

VideoGuard Pre-Paid requires minimal changes to the back-office and communications infrastructure and is fully compatible with existing NDS products and solutions.

## Why NDS

Since 1990, NDS has been the market leader for digital pay-TV solutions. We provide the security, enabling technologies and interactive applications that give TV platform operators the ability to deliver the best content, generating revenues while reducing churn: the keys to success in today's TV industry. VideoGuard Pre-Paid is an important revenue generator for emerging and developed pay-TV platforms.

VideoGuard Pre-Paid™ is based on VideoGuard® Conditional Access (CA) and Digital Rights Management (DRM) solutions, currently protecting 133 million active devices and pay-TV revenues of over \$40 billion annually.

For more information about NDS' secure solutions, visit [www.nds.com](http://www.nds.com)

secure □ enable □ interact

