

## **NDS PARTNERS WITH MOBITV TO DEMONSTRATE FIRST SECURE, END-TO-END MOBILE WiMAX TV SERVICE**

### **Highlights:**

- For the first time, Mobile WiMAX TV will be delivered to client devices with content secured by NDS's VideoGuard® Conditional Access and Digital Rights Management solution
- NDS VideoGuard server and client-side Conditional Access technology is integrated with MobiTV's mobile WiMAX TV solution
- Secure technology means that WiMax operators can offer premium mobile content to their subscribers

**LAS VEGAS (CES) – January 3, 2007 – (Sands Booths #69728 and #71213, and The Venetian Hotel, Lido Suite #3003)** – NDS, the leading provider of technology solutions for digital pay-TV, announced today that it has partnered with MobiTV to demonstrate the first-ever secure delivery of Mobile WiMAX TV to Ultra Mobile PCs. The integration of [NDS VideoGuard](#) with the MobiTV® service enables Mobile WiMAX operators to offer premium mobile television over a two-way IEEE 802.16e network while maintaining content rights and protecting service revenues. The new technology will be demonstrated at the 2007 Consumer Electronics Show.

The solution integrates the NDS VideoGuard DRM and Conditional Access (CA) Server with MobiTV's backend system to support the encryption of content and management of subscribers. On the client side, the two companies have integrated the NDS VideoGuard DRM and CA client into MobiTV's mobile TV client which runs on an Ultra Mobile PC. An Ultra Mobile PC is a new category of mobile devices optimized for specific usage such as Internet-to-go, Entertainment-to-go, and Education-to-go, while providing full PC capability and versatility.

The MobiTV client connects to the video sent over the WiMAX network and displays it only after verifying subscriber rights for the service. This type of integration enables operators to protect the revenues generated from the MobiTV service, ensuring that only paying subscribers can gain access to the available channels.

The integration of the MobiTV service with NDS VideoGuard demonstrates an end-to-end pay-TV platform for WiMAX service providers. The service includes an efficient delivery mechanism for video, an electronic service guide (ESG) with channel and program information, and a TV client application. The integrated DRM offering allows operators to enforce content rights and to apply various business models to the content that is being delivered, including subscription, pay-per-view, pay-per-time, and others, appealing to different subscriber profiles.

"MobiTV offers the leading platform for delivery of TV to mobile devices and PCs. Our demonstration at CES shows how Mobile WiMAX operators can generate revenues from

mobile video by supporting multiple business models and protecting their content at the same time,” said Joseph Deutsch, Vice President of Product Marketing for NDS.

Kay Johansson, CTO for MobiTV remarked: “Video and television delivery will obviously be one of the key applications for Mobile WiMAX, and a well thought out, mobile television solution providing multicast and unicast streaming is crucial for WiMAX operators trying to maximize ARPU. By integrating our solution with a key DRM player like NDS, we are showcasing how such an offering works and could be implemented with ease.”

### **About NDS**

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

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### **Cautionary Statement Concerning Forward-looking Statements**

*This document contains certain “forward-looking statements” within the meaning of the Private Securities Litigation Reform Act of 1995. These statements are based on management’s views and assumptions regarding future events and business performance as of the time the statements are made. Actual results may differ materially from these expectations due to changes in global economic, business, competitive market and regulatory factors. More detailed information about these and other factors that could affect future results is contained in our filings with the Securities and Exchange Commission. The “forward-looking statements” included in this document are made only as of the date of this document and we do not have any obligation to publicly update any “forward-looking statements” to reflect subsequent events or circumstance, except as required by law.*

### **Media Contacts:**

#### **NDS**

Cynthia Ritchie  
Director, Public Relations

T: +44 (0)20 8476 8378  
M: +44 (0)7799 768464

#### **Breakaway Communications for NDS (US)**

Kelly Fitzgerald, Managing Partner

T: + 1 212 616 6006  
M: + 1 917 731 5734 (at CES)

#### **Shared Value for NDS (UK)**

Noah Schwartz, Vice President

T: + 44 (0)20 7321 5010  
M: +44 (0)7713 642 717