
VISIONIK PREFERRED GAMES PARTNER FOR NICKELODEON CHANNELS

Highlights:

- Nickelodeon chooses Visionik as their preferred supplier of interactive TV games.
- Visionik introduces a new unique viewing concept that offers games either as an overlay to a broadcast or with a quarter screen video.
- Visionik to deliver eight games to run behind the Nickelodeon, Nicktoons and Nick Jr. channels on UK's BSkyB – all 'play for free'.
- First game, Bug Blaster launched on Nickelodeon on September 29th. Second game aimed at pre-school children, Blues Clues was launched on 1st December.

Copenhagen, DENMARK and London, UK – December 10, 2003 – NDS company Visionik, a leading developer of interactive TV services, has been selected by Nickelodeon as its preferred partner in bringing interactive TV games to their audience within the UK over the Sky digital platform.

The games will run behind the Nickelodeon, Nicktoons and Nick Jr channels and will be accessible by pressing the red button on the remote control. All games will be 'play for free' over the channels. The games will be displayed either as a transparent overlay on top of the broadcast stream or as a three quarter screen game, with a quarter screen video playing the show. This new viewing games concept is the first of its kind to be offered by any broadcaster – play the game and see the show at the same time.

"It's exciting to be working with Nickelodeon and to be introducing a new viewing concept to the games marketplace," says Peter Schrøder, Commercial Director Games, Visionik. "The new concept gives viewers the opportunity to keep watching their favorite channel and play a game at the same time. For the broadcaster this solution means that viewers remain with the channel which enhances broadcaster ratings and in turn contributes to increased advertising sales."

Visionik has designed, developed and integrated the Nickelodeon games based on NDS's Value@TV™ head-end technology.

Based on characters in popular TV shows, the Nick Jr games challenge the youngsters to match colors, shapes and sounds to existing images in puzzle type games. The Nickelodeon and Nicktoons channels offer arcade type games for older children. All of the games can be paused at any time to return to full screen broadcast and easily resumed at the push of a button and are 'play for free'.

Peter Schrøder continues, "TV is about entertainment and brands and based on our experience of creating iTV games, we have found that iTV games are one of the best ways to attract and retain viewing audiences."

David Jenkins, Head of Business Development, Nickelodeon adds, "The Bugblaster game is a great piece of technology. Firstly, it's free and so gives real added value to Nickelodeon's offering. It will also encourage kids to stick with the channel through programmes and adverts so giving our commercial offering a 'stickier' proposition than that of our competitors."

About NDS

NDS Group plc (NASDAQ/Euronext Brussels:NNDS) is a leading supplier of open end-to-end digital pay-TV solutions for the secure delivery of entertainment and information to television set-top boxes and IP devices. See www.nds.com for more information about NDS.

About NDS Visionik

Visionik is a leading expert in developing digital interactive TV services. See www.visionik.com for more information about Visionik.

About Nickelodeon

Nickelodeon Networks comprises of four dedicated entertainment channels in the UK. Nick Jr. - the world's first dedicated pre-school channel - was launched in September 1999 and encourages pre-schoolers to join in and interact with the shows on air. Nicktoons TV is the home of all your favourite Nicktoons from Rugrats to As Told by Ginger - it's your day in a toon way. Nickelodeon in the UK has established itself as the leading dedicated children's channel for the last six years with it's mix of locally produced and acquired live action comedy and drama. It is the fourth most watched cable and satellite channel overall. Nick Replay is a one-hour time shift service of Nickelodeon. Nickelodeon UK is a joint venture between BskyB and MTV Networks International.

Cautionary Statement Concerning Forward-Looking Statements

This document contains certain 'forward-looking statements' with 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 circumstances.

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