



## **NDS ANNOUNCES NDS RADIOGUARD™, THE CONDITIONAL ACCESS SOLUTION FOR HD RADIO SERVICES**

### **Highlights:**

- NDS announces RadioGuard™, a conditional access solution for digital HD Radio™ broadcasting.
- RadioGuard is based on NDS' industry-leading VideoGuard technology already deployed in more than 70 million digital set-top boxes worldwide.
- iBiquity Digital, the developer of HD Radio technology, has chosen NDS' conditional access, enabling pay-per-listen, opt-in and public service offerings on the HD Radio platform
- NDS is the first provider of conditional access for HD Radio broadcasting

**LAS VEGAS (NAB) – April 16, 2007 (Booth # N7137)** – NDS, the leading provider of technology solutions for digital pay-TV, today announced the debut of NDS RadioGuard, the first conditional access solution for HD Radio technology. Complementing the announcement was the news that NDS RadioGuard has been selected by iBiquity Digital Corporation to protect digital content transmitted over HD Radio. Moving forward, NDS RadioGuard solution will be a standard feature of the HD Radio system.

With NDS RadioGuard integrated into the HD Radio system, broadcasters can offer more choices to their listeners, a broader selection of content and more segmentation opportunities for advertisers, all of which provide additional revenue-generating possibilities. Consumers will be able to take advantage of services not currently offered in today's terrestrial or satellite radio environments. These services include pay-per-listen options for live concerts and events, improved radio reading services for the blind, private channels for emergency operators, and opt-in events sponsored by advertisers.

“NDS currently protects valuable pay-TV content in more than 70 million digital set-top boxes around the world, and we are transferring that technology heritage to radio with NDS RadioGuard, providing this ever-evolving medium with the most secure and reliable digital content protection available today,” said Tom Rucktenwald, Director of Data Applications Security for NDS. “By working with iBiquity to bring our proven technology to HD Radio receivers around the world, we have the chance to greatly expand radio programming options, and open up this important medium to many new exciting market opportunities.”

The combination of HD Radio technology and NDS' RadioGuard offers consumers more options than standard analog or satellite radio. The HD Radio system with RadioGuard offers listeners more options for free or for a fee. They can subscribe to pay-per-listen for an individual event or concert, opt into programming that is underwritten by advertisements and therefore potentially available for free to listeners, or choose free localized or public service content.

RadioGuard is based on VideoGuard, NDS' proven conditional access solution for pay-TV. VideoGuard is the most widely deployed, robust and secure encryption technology for content protection and digital rights management. NDS has expanded its VideoGuard portfolio with VideoGuard Mobile™ for mobile broadcasting, VideoGuard PC™ to secure content in the



personal computer, VideoGuard PMP™ for personal media devices and now RadioGuard, for the HD Radio platform.

RadioGuard will be the conditional access solution used in the HD Radio system, encrypting content before it is transmitted over the airwaves, then decrypting it once the radio has received it and verified the entitlement rules.

“We have been working with NDS for several months and have been very impressed with what their conditional access technology can bring to HD Radio broadcasting,” said Joseph D’Angelo, iBiquity Digital Corporation’s Vice President, Advanced Services. “RadioGuard is a great new feature that will enable many valuable new services.”

#### **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.

#### **About iBiquity Digital**

iBiquity Digital Corporation is the developer of the HD Radio™ system, which is powering the AM/FM digital radio revolution. This transformational technology allows AM and FM stations to broadcast digital signals in tandem with their analog signals, providing broadcasters with a platform to offer multiple channels of programming on the same frequency (HD2 multicasting); crystal-clear, CD-quality sound; services such as real-time traffic updates; and scrolling text and graphics content. Nearly 1,200 US stations are on the air, with more than 600 offering multicasting channels. HD Radio technology is now being tested and adopted in many other countries, including Australia, Brazil, Canada, Indonesia, New Zealand, Philippines, Poland, Switzerland, Thailand and Ukraine. iBiquity’s investors are global leaders in the technology, broadcasting, manufacturing, media and financial industries.

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

*This document may contain 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, regulatory and other 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. Any “forward-looking statements” included in this document are made only as of the date of this document and we do not have any obligation, nor do we undertake, to publicly update any “forward-looking statements” to reflect subsequent events or circumstances, except as required by law.*

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