

## **DISCOVERY NETWORKS INTERNATIONAL INTRODUCES NEW NDS IRESPOND SOFTWARE TO SIMPLIFY INTERACTIVE TV PRODUCTION**

### **Highlights:**

- Discovery Networks International (DNI) is installing NDS's iRespond™ technology to simplify and speed the production and management of interactive content on different broadcast platforms
- NDS worked closely with DNI to develop a product suited to the broadcast industry
- NDS iRespond™ is part of Value@TV™ Production Suite, a range of multi-platform products that simplifies the interactive television production process

**London, UK –February 17, 2003:** NDS iRespond™ from NDS Group plc, a News Corporation company and a leading provider of technology solutions for digital pay-TV, is now in use by Discovery Networks International (DNI), a business division of global real-world media and entertainment company Discovery Communications, Inc., to streamline the production of interactive applications. NDS iRespond, the core product of NDS's Value@TV Production Suite, is an intuitive authoring tool, which eases the production of content providers' applications for both different platforms and other markets.

As the first factual entertainment broadcaster to successfully launch enhanced and interactive programming in the UK in 2001, Discovery\_now uses interactivity as a key element of its strategy to attract and grow audiences. NDS iRespond will be used by Discovery to produce, preview and publish interactive content, and, will be integrated with the broadcaster's content management system.

NDS iRespond was designed by NDS to lower the lead times, complexity and skill requirements for iTV content production, three major barriers to mass deployment of interactive programs. Now, using NDS iRespond's intuitive interfaces, interactive applications can be created in a matter of hours rather than weeks.

Tanya Field, Vice President of New Media, Discovery Networks International, said: "Our new media applications go far beyond conventional television, recreating the Discovery experience for audiences through innovative, rich content and exciting new modes of storytelling. With NDS's iRespond, we will increase our interactive programming, extending its reach not only in new ways, but also onto new platforms and in new markets."

Paul Thompson, Vice President, Interactive TV, NDS Ltd, commented: "Interactive television has reached a stage where it is no longer experimental, but an integral part of digital TV programming. The industry needs solutions, which allow quick and simple content-production, which has resulted in NDS iRespond and the Value@TV Production Suite. Working closely with Discovery, we have developed a workflow as used in interactive TV production, which enables a large amount of quality content to be quickly developed for different platforms."

**About NDS iRespond™**

Using simple Web based interfaces NDS iRespond allows a content editor to produce, preview and publish interactive content for television across different platforms, while broadcaster retains control over what goes on air. Simple applications like voting, quizzes, messaging, enhanced content etc. can be created in less than fifteen minutes. NDS iRespond is a server-based product, which can be hosted by the broadcaster, and the functionality made available to remote users via the Web.

NDS iRespond interfaces to third party content management systems and response processing systems

**About NDS Value@TV Production Suite**

NDS iRespond is part of the Value@TV Production Suite, a range of products that allows simple and speedy authoring, production and scheduling of interactive television applications.

**About NDS**

NDS Group plc (NASDAQ/NASDAQ Europe: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 <http://www.nds.com/> for more information about NDS.

**About Discovery Networks International**

As the world's leading global real-world media and entertainment company, Discovery Communications, Inc.'s (DCI) combined networks reach subscriber households in more than 155 countries and territories worldwide. Discovery Networks International (DNI), a division of DCI, includes the Discovery Channel, Discovery Kids, Discovery Health, Discovery Home & Leisure, Animal Planet, People+Arts, Discovery Sci-Trek, Discovery Travel & Adventure, Discovery Civilisation and Discovery Wings. Available over 57 separate feeds in 33 languages, DNI's services are tailored to the specific needs of viewers around the globe.

*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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