

NDS Customer Case Study



Founded in 1990, ASTER Group began offering Broadband services within Poland in 1998. They soon became the country's first quadruple play provider, offering television, Broadband Internet, and telephony services for more than 380,000 customers. ASTER is also the first operator to introduce digital cable services to Poland and is the largest cable-TV operator in Warsaw and Zielona Gora.

Timeline

2003: ASTER launches first digital cable TV solution in Poland.

2008: ASTER upgrades existing conditional access (CA) to NDS VideoGuard®. Deploys other NDS technologies including MediaHighway® set-top box (STB) software, XTV™ HD Digital Video Recorder (DVR), and interactive infrastructure & applications.

2009: ASTER launches Video-on-Demand (VOD), with the majority of content in Polish and English and in 5+1 spatial audio.

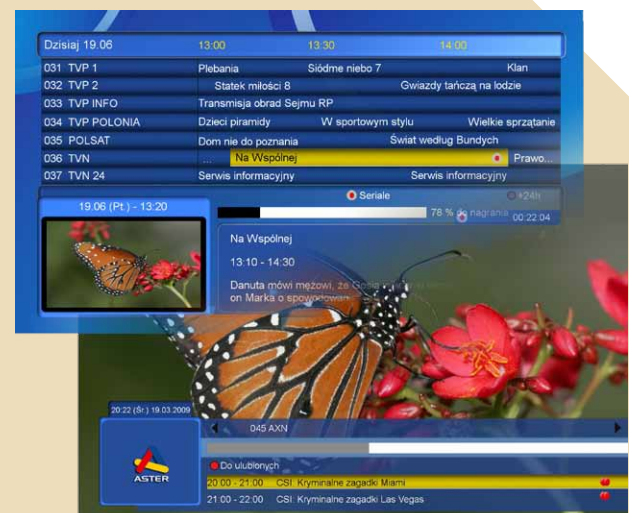
NDS solutions used

NDS supplies ASTER with a complete solution for its cable TV network.

Conditional Access: NDS VideoGuard encrypts and protects content for all of ASTER's digital TV services from a single, central headend. Working with partners such as Harmonic (VOD asset management and content delivery), and KaonMedia (STB supplier), NDS also enables ASTER to offer a fully featured VOD service. VideoGuard pre-encrypts and protects VOD content across the network as it is delivered to the STB.

STB: MediaHighway set-top box software makes it possible for ASTER to offer a common user experience to cable and IP subscribers using the NDS Electronic Program Guide (EPG) and VOD Client. Both services are powered by a single NDS headend that broadcasts one set of TV services.

DVR: NDS XTV™ DVR solution helps ASTER increase both viewer loyalty and its subscriber base. The DVR allows subscribers to take advantage of the intuitive program guide as well as popular features such as live pause, fast forward, and rewind. Subscribers can also record one program while watching another and manage content saved to their DVR.



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ASTER's service

VideoGuard's flexible service packaging mechanisms allow ASTER to offer a variety of broadcast packages to their customers. These include:

Analog and digital TV package featuring more than 100 channels including news, movies, music, and entertainment for children and young adults, as well as nature documentaries and sports. Local and international channels include Discovery Channel, BBC Entertainment, Animal Planet, Disney Channel, Eurosport, National Geographic, The History Channel, BBC World News and Blue Hustler.

HBO package features HBO, HBO2 and HBO Comedy from one of the most popular and innovative content providers in the TV industry.

Canal+ package offers four channels from the Canal+ Group: CANAL+, CANAL+ Film, Canal+ Sport, and Canal+ Sport 2.

"We found NDS solutions to be the best for our business strategy. They enable ASTER to deliver the next generation services that we require in order to maintain our position as market leaders."

Marek Bury, Strategy and Development
Director of ASTER

Cinemax package comprises two channels for film lovers. They offer contemporary and often premiere classics as well as award-winning productions from around the world.

Filmbox Mini package offers two channels: Filmbox and Filmbox Extra.

HD package offers 12 channels (one of the best HD proposals on the Polish market). These include: HBO HD, Polsat Sport HD, Filmbox HD, Luxe TV HD, Eurosport HD, MTVN HD, Discovery HD, History Channel HD, Canal+ Film HD, Canal+ Sport HD, TVN HD, National Geographic HD.

VoD package includes more than 300 movies: "Frida", "21 grams", "Cidade de Deus", "Match Point", "Hours", etc.

Stability and scalable growth

The partnership with ASTER demonstrates that NDS solutions can first be deployed to establish a stable digital TV business to include new services. In this case, NDS solutions enabled ASTER to penetrate new markets and generate incremental revenues from its existing subscriber base. This was accomplished by implementing new services such as VOD.

Working together with other NDS technology partners, the same modular solution that was provided for ASTER can also be quickly and easily deployed by other cable operators.