

NDS Customer Case Study



Get is Norway's triple play cable company. It provides television, telephony, and high speed broadband Internet to Oslo and the country's major cities. Get is headquartered in Oslo.

Get is one of Norway's leading digital cable television and broadband providers and operates the country's second largest network delivering content to private customers. Get offers more than 125 digital TV channels. It also provides one of Norway's fastest broadband connections (26 Mbps) as well as broadband telephony. EuroDocsis 3.0 products will be launched towards the end of 2008.

Get offers a full IPTV product offering including High Definition (HD) services to fiber networks.

Fast track to success

- 2006:** Get launches new DTV broadcasting strategy. Begins implementing NDS technology with launch of both standard and Digital Video Recorder (DVR) STBs.
- 2007:** Legacy CA system fully decommissioned. Migration of subscribers to NDS VideoGuard® STBs completed.
- 2008:** HD DVR launched. Launches VOD and IPTV extension projects with NDS. Get signs first agreement with a Norwegian FTTH partner for the delivery of Get's IPTV services via a third party fiber infrastructure.

NDS services used

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

VideoGuard encrypts and protects content for all Get's digital TV services from a single, central headend. Working with partners such as Tandberg TV (asset management), and KaonMedia (STB supplier) NDS will also enable Get to offer a fully featured video-on-demand (VOD) service. VideoGuard pre-encrypts and protects VOD content across the network as it is delivered to the STB.

MediaHighway® middleware makes it possible for Get to offer a common user experience to cable and IP subscribers using the NDS EPG and VOD Client. Both services are powered by a single NDS headend that broadcasts one set of TV services.

NDS DVR solution helps Get increase both viewer loyalty and its subscriber base. The DVR allows subscribers to take advantage of the intuitive program guide; live pause, fast forward and rewind; record one program while watching another, and easily manage content saved to their DVR.



NDS Customer Case Study



Get reaches approximately half a million homes, serves close to 380,000 customers and offers a variety of service packages:

Standard package features 35 channels including news, sports, travel, nature as well as the Discovery and National Geographic channels.

Family package includes a selection of cartoon channels as well as the History channel, Hallmark, TCM (Turner Classic Movies), a number of sports and reality channels and several news channels including Sky and CNBC.

Premium package offers a variety of sports channels, premium film channels, as well as the History and Explorer channels.

HD channels include Canal+ Sport, Canal+ Film, Discovery, Eurosport, TV1000HD, TV1000 Sport, SilverHD, VoomHD, Sport N HD, and SilverHD.

“Get’s partnership with NDS and use of NDS VideoGuard® conditional access and MediaHighway® middleware have been key in Get’s tremendous successes with the launch of SD, HD and DVR STBs as well as video-on-demand services in the Norwegian market.”

Gunnar Evensen, CEO of Get



Stability and scalable growth

The partnership with Get demonstrates that NDS solutions can first be deployed to establish a stable digital TV business before being expanded to include new services that enable Get to penetrate new markets. Get has been able to generate incremental revenues from its existing subscriber base by implementing new services such as VOD, while also acquiring new subscribers by extending its system to introduce IPTV.

The same modular solution that NDS provided for GET can also be quickly and easily deployed by other cable operators working together with our technology partners.