



VideoGuard Express: Low Cost Entry to Digital Pay-TV

Alan Dishington,
NDS Head of Marketing for Europe



[Print](#)

As a pioneer in conditional access for pay TV, NDS has an impressive array of established clients, including DIRECTV in the US, BSkyB in the UK, Sky Italia and Viasat in Europe, and Foxtel in Australia. But what about new, small operators that are just starting out in the world's emerging digital pay-TV markets?

"There is definitely a need for smaller systems," says Alan Dishington, NDS Head of Marketing for Europe, "and that is why we have developed VideoGuard Express™." He explains that this new conditional access solution provides off-the-shelf, standard features that are designed to fit the needs of smaller and mid-size platform operators at a price they can afford.

"VideoGuard Express enables network operators to go digital with a quick and easily deployed solution that provides them the key benefits of digital broadcasting: robust security, tiered programming and higher quality content," Dishington says.

Freedom of choice

"What makes VideoGuard Express unique is that it gives operators the freedom to choose the digital path that fits in their budget and overall business plan, while allowing the transition to be completed within a few months." It also enables them to have the basic services they need to start successfully with the ability to add options when the market is ready and they can afford them.

VideoGuard Express is available in two configurations: a standard headend located at the operator's premises and an NDS-hosted service.

NDS Hosting Service

The VideoGuard Express Hosting Service simplifies the process of launching a digital pay-TV service faster and with lower initial costs. With the Hosting Service, the platform's conditional access system is located, managed, and monitored at NDS premises. This reduces initial investment and minimizes overhead.

If an operator wants to maintain and operate its own system, NDS can have a VideoGuard Express headend up and running at the customer site in just a few months.

"NDS VideoGuard Express is built using the same proven VideoGuard® conditional access technology that drives many of the world's most successful pay-TV operations," Dishington says. "These operators rely on NDS to drive their TV services because it is the most advanced and secure solution. This gives operators access to the best available content which attracts and retains subscribers. It provides the most important feature-set for new digital operations."

As with all NDS conditional access solutions, VideoGuard Express allows operators to integrate with leading network component providers for compression, set-top boxes (STBs), subscriber management systems (SMS) and traffic management systems.

"The secret of our success is that NDS actively supports and secures the growth of our customers," Dishington says. "With our new solution we are able to offer the know-how and support of a global market leader in conditional access to smaller and mid-sized operators."

VideoGuard Express is designed to grow along with the operator's business by delivering advanced services including:

- Personal Video Recorder (PVR),
- Video-on-Demand (VoD),
- Impulse pay-per-view (IPPV),
- Interactive TV (iTV), and an
- Audience measurement system (AMS).

With VideoGuard Express, NDS offers smaller digital operators all the benefits of VideoGuard's robust conditional access with a basic feature set — all at an affordable price. It is designed to help these new, small operators make a cost-effective entry into the digital pay-TV market, while optional modules will help them grow and add features as their business succeeds.

For more information:

[VideoGuard Express](#)

