

## Sky+ Changes the Way Britain Watches TV

In July when BSkyB unveiled Sky+, the UK's first fully integrated Personal Television Recorder (PTR), they predicted that this new set top box and service would transform the way Britain watches television.

How? By combining the benefits of Sky digital broadcasting with advanced PTR functions, including storing recorded programs on the hard disk for viewing later. The result of these innovations is a new level of control over TV viewing.

What does this mean? Using these new functions that are available by subscribing to the Sky+ service, viewers can now record one digital satellite program while watching a second program. More than that, they can pause a live TV program and automatically record episodes of another program at the same time.

But that's not all. What makes these functions most amazing is that they are accomplished without the use of videotapes.

### Based on XTV Technology

What is the technology behind these new entertainment wonders? NDS worked with several partners, including Pace, NEC, and OpenTV to create Sky+ for BSkyB. The XTV™ contributions include:

- RASP technology, which enables secure recording and replay of encrypted programs, according to platform business requirements. [For additional information about RASP technology, see **World Vision** No. 5, "NDS PVR Technology Becoming Industry Standard."].
- Development of the specialized disk file management system that maximizes the efficiency of the storage system for video content.
- Extending NDS Open VideoGuard™ conditional access solutions to provide secure management of content access entitlements and payment methods.

### Attractive to Broadcasters and Consumers

What Sky+ offers broadcasters is a fully digital, secure, end-to-end personal TV system. In the future this may allow broadcasters the option to download content to the disk when bandwidth is the most economical or readily available (overnight, for instance). The fact that the content remains encrypted on the storage disk creates the possibility of new revenue-generating Pay TV and on-demand services.

BSkyB expects that consumers will not only be attracted by the ability to watch one program while recording another, but will also like the ability to record their favorite programs automatically. In addition, using Sky+, viewers can pause a live program while continuing to record the live action. Because the system is fully integrated with Sky Guide, changes in program schedules are automatically updated. Finally, Sky+ offers the possibility of bookmarking key segments of recorded programs for easy navigation.

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BSkyB began installing Sky+ in consumers' homes in late August. "Sky+ will transform television," says Richard Freudenstein, Sky's Chief Operating Officer. "It offers the ultimate in choice and control, giving viewers more power than ever before to choose what they want to watch, when and how they want to watch it."

Send your comments and requests to [zvolk@ndsisrael.com](mailto:zvolk@ndsisrael.com) editor of **World Vision**.

**Further information:**

XTV [www.nds.com/solutions/new\\_xtv\\_sky.html](http://www.nds.com/solutions/new_xtv_sky.html)

Open VideoGuard [www.nds.com/solutions/videoguard.html](http://www.nds.com/solutions/videoguard.html)