

PRESS RELEASE

IBC 2012: Conax repositioning to take a larger share of evolving media market

Conax unveiling energized new brand, new strategy, and new solutions for enhancing media and content distribution

IBC Expo, Amsterdam, August 23rd: Conax, a leading global provider of solutions for protecting multi-device digital content distribution, will roll out fresh new branding at the IBC Expo in Amsterdam. At a press briefing, the content security provider will reveal an energized new profile and new strategy for capturing a larger share of the evolving market within media consumption. Conax will unveil details of its agile and robust new solutions and partnering strategy for guiding media distribution companies making the transition to enhanced multi-media services and harnessing the full potential of new revenue streams. At IBC, Conax will also feature demonstrations of its Conax Xtend Multiscreen™ solution and highlight exclusive customer deployments.

In March, the security provider announced plans to deliver pre-integrated solutions with best-of-breed partners to assist operators in the transition from basic to advanced services - with considerably reduced risk, cost and time-to-market for delivering new services, such as enriched user experience, Video-on-Demand, multi-screen, NPVR and OTT content delivery. The Xtend Multiscreen™ solution was launched at Anga Cable, NexTV Latam and CommunicAsia, with excellent feedback from customers and partners – across the board.

***Conax OTT press briefing & reception: Sept. 7th at IBC**

Start your IBC with a preview of Conax' new brand. Conax CEO, Morten Solbakken, will unveil details of Conax' revitalized vision and mission. Tom Jahr, EVP Products & Partners, will reveal details of Conax' new partnering strategy for enabling pay-TV operators to make the transition into a future-proof over-the-top digital landscape.

(September 7th: 4 pm, Conax stand #1D69)

"Conax has delivered rock solid content protection for pay-TV for more than 20 years – a true industry pioneer, confirms Morten Solbakken, CEO, Conax. With the TV business in the midst of a revolution, Conax has been quietly gearing up to take a stronger role in the value chain and is well-positioned at the heart of a dynamic new media landscape. Pay-tv operators are in pole position to capture the full potential of consumer demands for new services and methods of consumption. Aligning with the evolving market, Conax will enable content distributors to roll out enhanced services and capitalize on the full potential of the new digital media landscape."

"We are now ready to take our "new" company to the market through a strengthened product portfolio and partnering strategy and will celebrate the launch with an energized new profile, confirms Mr. Solbakken."

Featuring Conax Xtend Multiscreen™

The Conax Xtend Multiscreen™ pre-integrated solution developed together with Cubiware and MPS Broadband reduces technical complexity for operators and exposure to the risks of



untested product combinations making the introduction of new and advanced services manageable and profitable. In short, its total offering enables pay-TV operators to boost their consumer offering with rich OTT multiscreen services and is a benchmark solution in terms of price/performance compared to alternatives on the market.

(Demonstrations will be featured throughout IBC)

Conax press contact

Leslie Johnsen, Head of Public Relations
Email: leslie.johnsen@conax.com
Phone: +47 41 45 80 43

Telenor Broadcast press contact

Jørgen Thaule, Communications Director
Email: Jorgen.thaule@telenor.com
Phone: +47 91 55 96 07

About Conax (www.conax.com)

Conax provides the future-oriented security solutions and expertise that empower multi-screen digital TV content providers around the globe to deliver premium content over the combined Over-The-Top scenario of broadcast, broadband and connected devices securely and eliminate potential revenue threats. Conax Contego™ portfolio of solutions furnish content providers, cable, satellite, IP, mobile and terrestrial operators with solutions that offer a competitive advantage - reduced hardware costs, easy deployment and upgrade, including the new Conax Xtend Multiscreen™ together with partners. Conax flagship, Conax Contego™, bundles 25 years of pioneering experience into one unique solution to guide operators in navigating and realizing new business models. Through its benchmark policy for security-evaluated client devices and strategic partner network, Conax technology secures content for operators representing 125 million pay TV consumers in over 80 countries around the globe.

ISO 9001 & 27001 certified, Conax is headquartered in Oslo, Norway, and represented in Russia, Germany, Brazil, USA, Canada, Mexico, Indonesia, Philippines, Thailand, China, Singapore, with 24/7 Global Support operations in India. Conax is part of Telenor Group who has operations in 11 markets, 33.000 employees, 125 million mobile subscriptions and is among the world's largest mobile operators. Corporate responsibility. Follow Conax on Twitter