

PRESS RELEASE



IBC 2012: Conax secures future growth with revitalized brand and future-driven solutions

Positioned for strengthened role in value chain - at the heart of the evolving new media landscape

IBC Expo, Amsterdam, September 8th: At a press conference on Friday, Conax, a leading global provider of solutions for protecting multi-device content distribution, introduced its new brand, organization and partnering for securing its customers' role in the evolving new media landscape of content distribution. The solutions provider unveiled a highly energized new profile and updated approach for enabling multi-media content distributors to establish their position within in highly diversified markets around the globe. Conax is now guiding long-term customers keen to define a new roadmap for launching advanced services - ensuring while taking these new steps that their business and content revenues are secure.

According to Conax CEO, Morten Solbakken, "Conax has been gearing up for taking a new role in the industry. With a revitalized organization in place, a highly forward-thinking partnering approach, new future-driven solutions and a well-established customer portfolio in over 80 countries, Conax is well-positioned with a leading role in within the evolving media landscape. The industry is changing, and Conax is changing with it. Our aim is to further strengthen our position and grow at an even faster pace through an increased portfolio of world-class security solutions."

Conax - sustaining the magic of content delivery

"What happens when content and audience connect is an everyday magic we all experience, continues Morten Solbakken. By protecting that connection, Conax helps keep the entertainment and media ecosystem viable. That is sustaining magic – it captures the essence of what we do and our strategy moving into the future."

Without content protection there's no revenue for creators of content, and without revenues there will be no content for the end-consumer. Thus, a marriage of technologies and content sustains the entire pay-TV ecosystem, brilliant from a technology perspective. The scenarios presented by advanced content distribution methods vary from region to region. Today Conax, through its revitalized company, is now better equipped for its real-world projects and deployments with existing customers and partners in EMEA, the Americas and Asia for navigating the complexity of OTT and advanced content distribution methods.

Conax is a pioneer within the conditional access business, with a long and proud history based on 25 years of experience and a groundbreaking security record within the pay-TV industry. The industry is in the midst of an inevitable change, and while there is still plenty of business growth within traditional CA, the industry will propel its growth within new services and new platforms for content distribution. Conax has updated its approach from delivering traditional CA products only to providing expertise and best-of-breed solutions together with strategic partners, including the high level of security that Conax is renowned for. The timing



of Conax' new identity is a celebration that emphasizes the company's core transformation.

Capitalizing on Conax' strong role in markets seeking advanced services, Conax is developing pre-integrated solutions to help our customers succeed in an increasingly dynamic and complex markets, materialized in a new partner and solutions approach. The world is still only 30-40% digitized, thus there is still a lot of business opportunity within DTV markets.

Earlier this week, Conax announced its cooperation with Finnish operator DNA for a comprehensive multiscreen pilot. Conax launched the Conax Xtend Multiscreen™ pre-integrated solution together with Cubiware, MPS Broadband in June and is currently working with key operators in the Americas and Europe moving to advanced platforms. This week, Conax also announced the launch of the world's first integrated CI+ Module together with SMIT Corporation, bundling a CI+ Module and smart card chip into one single, integrated and pre-paired solution – “a smart card for the TV”.

For a preview of the new Conax, visit us at IBC, Stand 1D69 from Sept. 7th – 11th or our fresh new profile on www.conax.com

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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