



Accedo and Irdeto Partner to Deliver the Ultimate TV Everywhere Experience

Companies to Demo New Platform at CES 2012 Featuring Interactive, Personal and Social User Experiences across Popular Consumer Devices

STOCKHOLM and AMSTERDAM – December 20, 2012 – Leading up to [CES 2012](#), [Accedo](#), the leading enabler of Smart TV and IPTV applications, and [Irdeto](#), a global software security and media technology company, have announced a key partnership to create next-generation TV Everywhere services and experiences for pay TV operators, broadcasters and content providers world-wide.

During the span of the show, the two companies will showcase Irdeto's newly-launched [TV Services](#) platform and suite of reference applications that have been created by Accedo. Through this partnership, Accedo and Irdeto enable the rapid creation, deployment and monetization of multi-screen user experiences across tablets, smartphones, connected TVs and other iOS and Android devices.

"It is clear that television is on the brink of a new era of convenience and engagement - a direct result of consumer demand for a convergent experience across multiple devices in the living room," commented Michael Lantz, CEO, Accedo. "Accedo is committed to delivering a next-generation experience in the living room, and together with Irdeto's dynamic broadband and pay TV solutions, we can enable operators to seize a competitive advantage by rapidly deploying their TV Everywhere initiatives."

Accedo's TV applications and solutions have been deployed on numerous TV platforms from both the managed network and OTT technology ecosystems. Complementing its internal innovation, Accedo works with leading media and service companies, like Irdeto, to bring the best possible application experience for TV consumers.

The Irdeto TV Services platform enables operators and content providers to quickly implement any combination of its modular set of cloud TV services. This innovative platform can be deployed within an existing product portfolio, allowing an operator to capitalize upon the rich API functionality of Irdeto TV Services, [Irdeto Broadband](#) solution and [Irdeto ActiveCloak](#) dynamic security.

Doug Lowther, EVP, Digital TV, Irdeto said: "Accedo has played an important role in evolving the multi-screen user experience which, powered by our TV Services platform, won much acclaim at this year's IBC. Irdeto remains dedicated to providing flexible and forward-thinking solutions to our customers that deliver the right content, on the right devices, at the right time. We look forward to working with Accedo on this collaboration to help pay TV operators deliver on the promise of TV Everywhere."

To meet with Irdeto and Accedo at CES or receive a demo, please contact Irdeto at marketing@irdeto.com or Accedo at info@accedo.tv.

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About Accedo

Accedo is the leading enabler of Smart TV and IPTV applications. Accedo provides applications, tools and services to media companies, consumer electronics manufacturers, and TV operators globally, to help them deliver the next-generation TV experience. Accedo's cloud-based platform solutions enable customers to cost-efficiently roll out and manage application offerings and stores for multiple devices and markets

Accedo is a privately held company founded by telecom and media entrepreneurs Michael Lantz and Fredrik Andersson. Accedo is headquartered in Stockholm, Sweden with branch offices in London, Madrid, Sunnyvale, Hong Kong and Sydney.

For more info, please see www.accedo.tv

About Irdeto

Irdeto is the most innovative software security and media technology company in the world. Through its dynamic monetization and security technologies, the company allows new forms of distribution for broadcast, broadband and mobile entertainment, as well as for the world's most popular apps, eStores and consumer devices. Co-headquartered in Amsterdam and Beijing, the company employs more than 1,000 people in 25 locations around the world. Irdeto is a subsidiary of multinational media group Naspers (JSE: NPN). Please visit Irdeto at www.irdeto.com

Media Contact Accedo:

Helen Weedon
Communications Manager, Accedo
+44 (1570) 434632
helen.weedon@accedo.tv

Media Contact Irdeto:

Natasha Holloway, Racepoint Group
+44(0)20 88112144
Irdetoglobalpr@racepointgroup.com