



IRDETO INTRODUCES END-TO-END OFFERING TO CUSTOMERS IN BRAZIL

SÃO PAULO, SEPTEMBER 20, 2011 – Irdeto, a global software security and media technology company, has expanded its comprehensive solution portfolio for pay TV and online media companies to address the needs of their subscribers.

Irdeto's latest version of its fully integrated [Customer Care & Billing Solution](#) (CC&B) for pay TV operators is now available to the Brazilian Market. With a high degree of flexibility and scalability, Irdeto's CC&B Solution offers customers a comprehensive subscriber profile to enhance customer service and manage pricing models for subscriptions, pre-paid, pay per view and a-la-carte offerings across video, data and VoIP services.

The company, known worldwide for its dynamic security solutions for the protection of digital content across multiple platforms and devices (including pay TV, mobile, PC, IP and tablets), has also extended its Irdeto [Broadband solution](#) to customers in Brazil using ADSL technology, offering a solution for PCs and tablets which are increasing in popularity.

"Brazil is the country of greatest interest to Irdeto in Latin America because of its great consumer growth potential. C and D social classes will now have greater access to pay TV, smart TVs, PCs, tablets, smartphones and digital content over the Internet," claims Giovanni Henrique, Irdeto's country manager for Latin America and The Caribbean.

He said that in Latin America, according to research firm [Informa Telecoms & Media](#), Pay TV subscriber numbers are anticipated to reach 73.2 million by end-2016, up 68% from 43.5 million in 2010.

Irdeto is well prepared to meet the demand, assisting with the protection, ingestion and monetization of digital content in the fields of pay TV, Broadcast, IP and over-the-top (OTT).

The solutions offered by Irdeto in Brazil allow pay TV operators and content providers the opportunity to better manage their customer bases, streamline workflows and improve efficiency. Prepaid services and a robust, end-to-end solution helps customers meet a variety of financial and business models.

Irdeto has a total of 60 customers in Latin America. In Brazil alone, the company provides solutions for TV Globo, Sky Brasil, PrimeSys, Embratel, ORM Cable, TV Amazonas, Universidade Anhanguera and others.

Irdeto's software security solutions for content protection, including Irdeto [ActiveCloak™ for Media](#), are designed to meet customer requirements in a digital landscape that is constantly and rapidly changing. The company's award winning technology allows high quality digital media to be safely distributed, both OTT and through home networks, to an array of platforms like Android and iOS devices, PCs, connected TVs and hybrid set-top boxes. Today's consumers increasingly demand access to content anytime, anywhere, necessitating an "always on" dynamic security model that intercepts potential hacks and seeks to mitigate any impact of security breaches. By leveraging studio-approved technology, Irdeto enables content owners, operators and consumer electronics manufacturers to quickly deploy security solutions for any media application consumers demand.

"Irdeto has solid experience in content protection across a range of devices through the ActiveCloak for Media solution. This allows companies to enable new business models in the coming years, where the protection of digital assets is a key element for a successful operation," says Henrique.

ABOUT IRDETO

Irdeto is the most innovative software security and media technology company in the world. Through its dynamic security and monetization technologies, the company allows new forms of distribution for broadcast/broadband/mobile entertainment, and for the world's most popular app, eStores and consumer devices. Co-headquartered in Amsterdam and Beijing, Irdeto employs 1000 people in 25 locations around the world. It is a subsidiary of broad-based media group Naspers (JSE: NPN).