



Mega Media Indonesia Partners with Irdeto to Launch 'Parabola Orange TV' DTH Services

Fully Renewable Irdeto Cloaked CA Offers Best Security in Prepaid & Post-Paid TV Services

JAKARTA, October 27, 2011 – [Irdeto](#), a global software security and media technology company, today announced that [PT Mega Media Indonesia](#), the country's newest player in direct-to-home (DTH) broadcast services, has selected Irdeto's conditional access (CA) solution to launch 'Parabola Orange TV' pay TV services. Parabola Orange TV broadens Indonesia's access to digital TV broadcast services through a combination of post-paid subscription and a "Prepaid Plus" concept while offering unlimited free-to-air viewing.

Through its alternative Prepaid Plus offering, Parabola Orange TV allows greater flexibility of consumers' access to a variety of TV programs of their choice without having to be tied a fixed subscription fee and fixed channels.

Supeno Lembang, President Director, Mega Media Indonesia: "We are excited to enter the pay TV market during these exciting times. We analyzed consumers' TV watching habits and content preferences and packaged our services to offer the flexibility and affordability for middle-to-low income segments. Irdeto has been a tremendous help in priming us to address local pay TV needs and we found Irdeto's conditional access solution to be a perfect fit for our needs now, with allowances for our future expansion."

Irdeto provided Mega Media Indonesia with its proven Cloaked CA solution, a fully renewable software-based conditional access solution that enables Parabola OrangeTV to offer premium content while having the flexibility to adopt a wide variety of business models. Irdeto Cloaked CA offered Mega Media operational and logistical advantages, whilst at the same time enabled a speedy integration of its set-top boxes in just a few weeks' time. Combined with Irdeto's Secure Chipset and Cloakware technology, this Irdeto ActiveCloak™-based solution provides the best protection in broadcast networks against hacking, reverse engineering and tampering, and is fully upgradeable over the air.

Bengt Jonsson, Vice President, Digital TV, Asia Pacific: "Irdeto is delighted to provide content security solutions to Mega Media Indonesia for their customer-focused pay TV business. We are committed to working with pay TV operators like Mega Media to bring uncompromised access to high value content at affordable means to the masses, which will ensure digital television is enjoyed by a wider audience Indonesia."

Irdeto and Mega Media Indonesia's partnership comes against the backdrop of significant industry growth and mass market potential for more affordable pay television services in the country. The third most populous Asian country, Indonesia currently has 40 million television connections with a pay TV penetration of 3%. Media Partners Asia Market Report in 2010 forecasts the pay TV market to grow to up to 9% by 2020.

Irdeto is leading the way in growing digital TV in Asia Pacific. Irdeto empowers broadcasters to dynamically secure premium content from any network or studio, providing subscribers with the best content via a wide variety of business models.

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.

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