

CI+ SOLUTION SECURELY EXTEND YOUR REACH TO INTEGRATED TVS

YOUR NEEDS AND BUSINESS STAKES

The shipments of integrated Digital TV receivers are continuously increasing. According to *Strategy Analytics*, the installed base is expected to reach 453 millions units worldwide by end of 2012.

Integrated Digital TVs is a particularly promising area. As these screens include a smart card slot, they present advantages for both end users and operators.

Hence, pay-TV operators have a window of opportunity to increase their addressable market and generate increased revenue streams if they also deliver their content to integrated DTV receivers (iDTVs).

Security remains a key challenge in providing authorised access to scrambled TV content, including when it is delivered to iDTVs. At stake for the operators are the protection of their revenues and compliancy with their rights holder requirements.

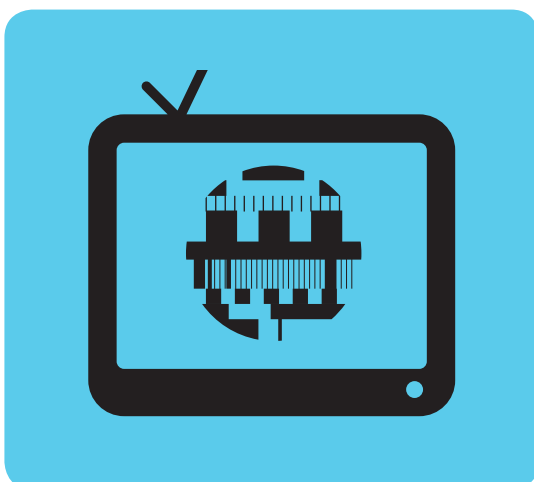
To ensure the highest security against piracy, pay-TV operators must deliver their content to iDTVs that are compliant with the CI+ specifications. CI+ adds security and features to the proven DVB Common Interface (CI) standard generally implemented in the Conditional Access Modules (CAMs). CI+ enables end-to-end security between the CAM and the TV set.

CI+ specifications and DVB-CI standard are interoperable and lead therefore to compatibility between CI+ and DVB-CI devices (TV sets, CAMs).

CI+ compliant TV sets can access to a wide range of pay-TV services such as pay per view or video-on-demand. In addition, when the CAM and the TV set are both CI+ compliant, the viewer can use interactive applications such as T-commerce, voting, gaming, etc.

THE VIACCESS CI+ SOLUTION

Viaccess fully support the CI+ initiative. Viaccess' solution encrypts live TV and on-demand content between the CAM and the hosting device (TV set or Set-Top Box). This is done thanks to a CI+ compliant browser in the TV set and a Viaccess application embedded in the CAM. The content is made clear once both the CAM and the hosting device have authenticated.



VIACCESS ENABLES YOUR BUSINESS FOR YOUR PRESENT AND FUTURE

Viaccess solutions are future proof: They are designed to allow operators to move simply and easily into convergence by displaying TV programs on multiple devices and over multiple networks.

Viaccess C+ key features

- CI+ key lifetime setting in order to tune the desired level of security.
- Scrambling profile setting (DES versus AES) allowing better security on premium content (HD programs).
- The operator is free to update his own certificate revocation lists.
- Compatibility of the security messages between CI CAMs and CI+ CAMs.

Viaccess' solution relies on its latest state-of-the-art smart card technology: The PRAHA card. To maximize protection against piracy and hacking, Viaccess is committed to developing a new generation of smart card every 24 months, based on state of the art chipset certified EAL5+.

Viaccess works together with its partners (Neotion, SMIT) to provide pay-TV broadcasters with a large range of Viaccess certified CAMs; all of them are fully compliant with the DVB-CI standard and are being upgraded to CI+. These CAMs support MPEG-2, MPEG-4/H.264, SD and HD signals.

YOUR BENEFITS

Viaccess, a comprehensive end-to-end security solution

With more than 15 years in the conditional access and digital rights management business, Viaccess today secures over € 3 billion in pay-TV revenues for its customers around the world and is recognized and trusted by the pay-TV industry.

Viaccess protects content and enhances revenue streams from basic to extended TV services. Its solutions support a large variety of pay-TV business models (prepaid, subscription, PPV, etc.) and is scalable from thousands to millions of subscribers.

Your benefits of choosing to partner with Viaccess:

- A CI+ content protection available in a ready-to-use ecosystem;
- Leverage Viaccess experience in fighting technically and legally against piracy;
- Make the most of a continuous and highly skilled customer support all along your business cycle, from assistance to consultancy expertise;
- Expand your business by shifting, at your own pace, to advanced and secured TV services.

Viaccess

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