



**PRESS RELEASE
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OPENTV ANNOUNCES BETA AVAILABILITY OF CAMPAIGN MANAGEMENT SOLUTION FOR ON-DEMAND TELEVISION ADVERTISING

*EclipsePlus/xG™ OnDemand Allows Operators
to Monetize their VOD Content by Enabling Addressability
and Interactivity of Advertising Inventory*

Los Angeles, CA, The Cable Show, May 11, 2010 – OpenTV, a Kudelski Group company (SIX:KUD.S) and leading software and technology provider of advanced digital television and advertising solutions, announced the beta availability of its newest campaign management solution designed specifically to serve the on-demand television advertising marketplace, a growing space that represents exciting and new revenue-generating opportunities for operators and advertisers alike. Scheduled for beta release in June 2010, *EclipsePlus/xG™ OnDemand* supports the back office requirements to monetize dynamic VOD inventory such as short-form (pre-, mid- and post rolls) and long-form (showcase) advertising.

In addition, this next generation on-demand solution allows for the sophisticated management of copy versions and audience segmentation to provide more relevant, audience-specific advertising to viewers. Supporting the SCTE-130 family of standards as well as CableLabs® specifications for advanced advertising, *EclipsePlus/xG OnDemand* uses the latest in state-of-the-art Web-based technologies to link content management, audience qualification and placement opportunities to make the most out of an operator's VOD programming.

"There is a clear shift toward a more consumer-controlled, on-demand viewing environment. This means that operators require new ways to manage their ad inventories and to maximize how those ads are delivered," said Paul Woidke, SVP and GM, Advanced Advertising for OpenTV. "*EclipsePlus/xG OnDemand* is a state-of-the-art product that once again demonstrates our commitment to delivering advanced advertising technologies to our customers and leverages our robust experience in campaign management. Built on the success of our *EclipsePlus®* product, which is widely deployed in the US and serves more than 35 million subscribers, *EclipsePlus/xG* is the de facto solution for VOD advertising and operators seeking to identify and sustain new revenue-generating opportunities in this new era of television advertising."

EclipsePlus/xG OnDemand goes beyond traditional linear advertising to support dynamic addressable and interactive advertising over video-on-demand television, allowing operators to efficiently sell, manage, deliver, and bill advertisements across their on-demand infrastructure using a comprehensive, intuitive and friendly user interface. It offers a streamlined workflow that minimizes the number of screens and clicks needed in daily ad sales operations

- **VOD Advertising Campaign Management** providing support for both long-form (showcase) and short-form (pre-, mid- and post- roll) inventory and allowing operators to improve performance, maintainability, and third-party extensibility in their VOD advertising ecosystem (Network/Programs, Inventory, Order, Copy, Schedule, Verification and Billing)
- **Interactivity and dynamic addressability of ads within VOD content** through the OpenTV Ad Decision Service (ADS) and Ad Versioning enabling inventory owners to quickly model the effective use of addressable ads and identify the highest yielding audience segments
- **In-depth reporting** including near real time campaign performance monitoring allowing ad sales teams to quickly identify potential problems and take corrective action in time.
- **Two modes of operation** allow EclipsePlus/xG OnDemand works either in a standalone environment fully integrated with third party solutions or integrated with the OpenTV EclipsePlus linear traffic and billing product.

EclipsePlus/xG OnDemand will be showcased at the 2010 Cable Show, from May 11 to 13, at the Los Angeles Convention Center, Booth 1301.

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About the Kudelski Group and OpenTV

The Kudelski Group (SIX: KUD.S) is a world leader in digital security and convergent media solutions for the delivery of digital and interactive content. Its technologies are used in a wide range of services and applications requiring access control and rights management to secure the revenue of content owners and service providers for digital television and interactive applications across broadcast, broadband and mobile delivery networks. The Kudelski Group is also a world technology leader in the area of access control and management of people or vehicles to sites and events. It additionally offers professional recorders and high-end Hi-Fi products. The Kudelski Group is headquartered in Cheseaux-sur-Lausanne, Switzerland. Please visit www.nagra.com for more information.

OpenTV, a Kudelski Group company, is one of the world's leading providers of advanced digital television solutions dedicated to creating and delivering compelling viewing experiences to consumers of digital content worldwide. The company's software has been integrated in more than 145 million devices around the world, and enables advanced program guides, video-on-demand, personal video recording, interactive and addressable advertising and a variety of enhanced television applications. OpenTV's advanced advertising solutions reach more than 45 million subscribers around the world. Please visit www.opentv.com, for more information.

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Note: photos available upon request.