

Telekom Srbija's new DVB-T2 pay-TV offering secured by Conax

- *New Serbian DVB T2 broadcast operation launching nationwide pay-TV offering*
- *Belgrade-based telco selects Conax Contego content protection to secure its expansion into DVB market*

Oslo, September 8, 2016: **Conax**, part of the **Kudelski Group (SIX:KUD:S)**, and a leader in total service protection for digital entertainment services worldwide via broadcast, broadband and connected devices, today announced **Telekom Srbija** has selected **Conax Contego unified content security solution to secure its expansion into the DVB-T2 pay-TV arena**. The highly flexible and scalable **Conax** architecture will enable **Telekom Srbija** with a natural migration path for future upgrades and additional consumer offerings. With planned launch of the new service, promotionally on **September 15th** and commercially in **November**, the next generation terrestrial platform will deliver nationwide pay-TV services in a completely new offering for Serbian viewers.

In deploying market-leading technology from Conax' flagship Contego unified security platform, the global content security specialist will provide complete protection for the Belgrade-based telco's new expanded business model. Furnishing the leading telco with a future-oriented foundation for growth and deployment of new generations of consumer services, the flexible Conax Contego enables secure and seamless integration of all major distribution technologies and formats including UHD/4K, unified CAS/DRM IPTV, advanced multi-DRM / OTT services offerings and new hybrid network combinations.

"Conax' strong track record provides a de facto standard for European terrestrial pay-TV," says Mr. Predrag Culibrk, CEO, Telekom Srbija. "Conax is delivering a highly flexible, content security solution that we are confident can support our growth and future roadmap. With a wide choice of security-evaluated STBs available and scalable solutions, they are providing us with a sustainable, cost-efficient business model for our new DVB-T2 venture."

"We are excited to work with leading telco Telekom Srbija and look forward to fulfilling their long-term needs for complete platform protection," says Morten Solbakken, Conax' President and CEO. "Conax Contego's unique, unified architecture and scalability is providing Telekom Srbija's new DVB-T2 operation with the cost-effective, added value of a single content authority solution for DVB hybrid services that scales as their market evolves and their business grows and enables new generations of consumer services."

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About Telekom Srbija

Founded in 1997, Telekom Srbija is a modern, entirely locally-owned telecommunications company, which for 18 years now has held a leading role in fixed and mobile telephony, the Internet and multimedia spheres both in this country and the region at large. Fostering an innovative spirit, Telekom Srbija a.d. Beograd is continuously developing new technological solutions for the benefit of its customers and the environment and is maintaining a high quality of unhindered communications offering a wide range of channels and message transmission devices. 99.8% of our customers use fixed services; 56.0% use our quality mobile services and 76.7% have Internet access using our ADSL service. www.mts.rs/eng

About Conax

A part of the **Kudelski Group (SIX:KUD:S)**, **Conax** is a leading global specialist in total service protection for digital TV and entertainment services via broadcast, broadband and connected devices. The **Conax Contego** unified security hub provides telcos, cable, satellite, IP, mobile, terrestrial and broadband operations with an innovative portfolio of flexible and cost-efficient solutions to deliver premium content securely. Conax' future-ready technology offers modular, fast-time-to-market solutions that enable easy entry into a world of secure multiscreen, multi-DRM content delivery and secures rights for premium content delivery to a range of devices over new hybrid network combinations. Headquartered in Oslo, Norway, ISO 9001 & 27001 certified Conax technology enables secure content revenues for 400 operators in 85 countries globally. For more information, please visit www.conax.com and follow us on [Twitter](#) and [LinkedIn](#) to join in the conversation.

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