

## **NDS AND FINLAND'S MAXISAT BUILD HEADEND FOR DELIVERY OF REAL-TIME TV CHANNELS TO BROADBAND NETWORKS**

### **Highlights:**

- NDS to deliver Synamedia™ broadband architecture technology to Finland's leading digital TV services company.
- NDS and Maxisat building headend to initially deliver 12 TV channels to homes plus value add services.
- First phase package also includes broadband Internet connection.

**London, UK - 6 September, 2001** — NDS Group plc (NASDAQ/NASDAQ Europe: NNDS), a News Corporation (NYSE: NWS, NWS.A) company and the leading provider of conditional access systems and interactive applications for digital TV and Maxisat Ltd, Finland's leading digital broadband TV services company, today announced the building of a headend to deliver real time TV channels to broadband networks using NDS's innovative Synamedia™ broadband architecture. The first phase will be implemented with the co-operation of Elisa Communications, the largest telecommunications operator in Finland.

The NDS Synamedia solution allows operators to take broadband IP beyond the Internet – adding broadcast TV and video on demand over broadband and offering consumers the best total interactive entertainment packaging while controlling, managing, and securing the digital entertainment package. The growth in broadband connectivity to the home is driving an explosion in the demand for high quality entertainment over final mile connections such as DSL, digital cable and broadband wireless. Synamedia includes content encryption using NDS Open VideoGuard™ for both television and video on demand to prevent the "Napsterization" of video content.

Maxisat, in co-operation with Elisa, is aiming to build a full service broadband network that will initially deliver 12 TV channels. The channels will include most of the new digital terrestrial channels to be launched in August 2001. The network will also include value add services such as personal video recording, video on demand (VOD) and games. Elisa will provide the infrastructure for deliver through its ADSL and fiber networks.

"This is a very big step for Maxisat and we see our company's new future starting from today with broadband television. We are relying on NDS's expertise and technology to help achieve our goals and to make a new way of delivering TV to consumer homes. Maybe we are making history," said Veijo Blom, Managing Director, Maxisat Ltd.

Commenting for NDS, Nigel Smith, Director Broadband Internet said: "This further underlines the effect of convergence in the Media and Telco sectors and we are excited to be working with Maxisat to drive this forward. At NDS, we see this as a significant opportunity to take our world leading expertise in security for interactive TV from broadcast into the growing broadband world"

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## About Maxisat

Maxisat Ltd is a Finnish company working in the area of digital TV services. Main areas of operation are installation services for antenna and satellite antenna systems, pay-tv operations for SMATV networks, uplinking services for broadcasters and, as a new area, broadband TV services. Maxisat is partly owned by Swelcom Ltd, part of the Sanoma-WSOY group. Maxisat has 45 employees and a turnover of 5 MEUR.

## About NDS

NDS Group plc is a leading supplier of open conditional access software and interactive systems for the secure delivery of entertainment and information to television set-top boxes, and personal computers. The company also develops secure datacasting solutions for the distribution of data and multimedia. See [www.nds.com](http://www.nds.com) for more information.

### Cautionary Statement Concerning Forward-Looking Statements

The statements contained in this release which are not historical facts may constitute forward-looking statements within the meaning of the U.S. Private Securities Litigation Reform Act of 1995. These statements relate to the plans, projections or future performance of NDS, which involve certain risks and uncertainties, including risk of market acceptance, the effect of economic conditions, possible regulatory changes, technological developments, the impact of competitive pricing and the ability of NDS and its commercial partners to develop systems and solutions which meet the needs of the broadcasting industry in a timely and cost-efficient manner, as well as certain other risks and uncertainties which are detailed in NDS's filings with the SEC. Company or product names have been used for identification purposes only and may be the trademarks or registered trademarks of their respective companies.

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