



SWII – Kudelski Group presentation
Seeking cooperation in developing new security technologies

February 21st , 2013

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Agenda

- Kudelski Group presentation
- Our DNA: Security
- From Content Security to Cybersecurity
- Innovation and collaborative projects
- A specific case: Secret.li

Kudelski Group Structure

DIGITAL TELEVISION



PUBLIC ACCESS

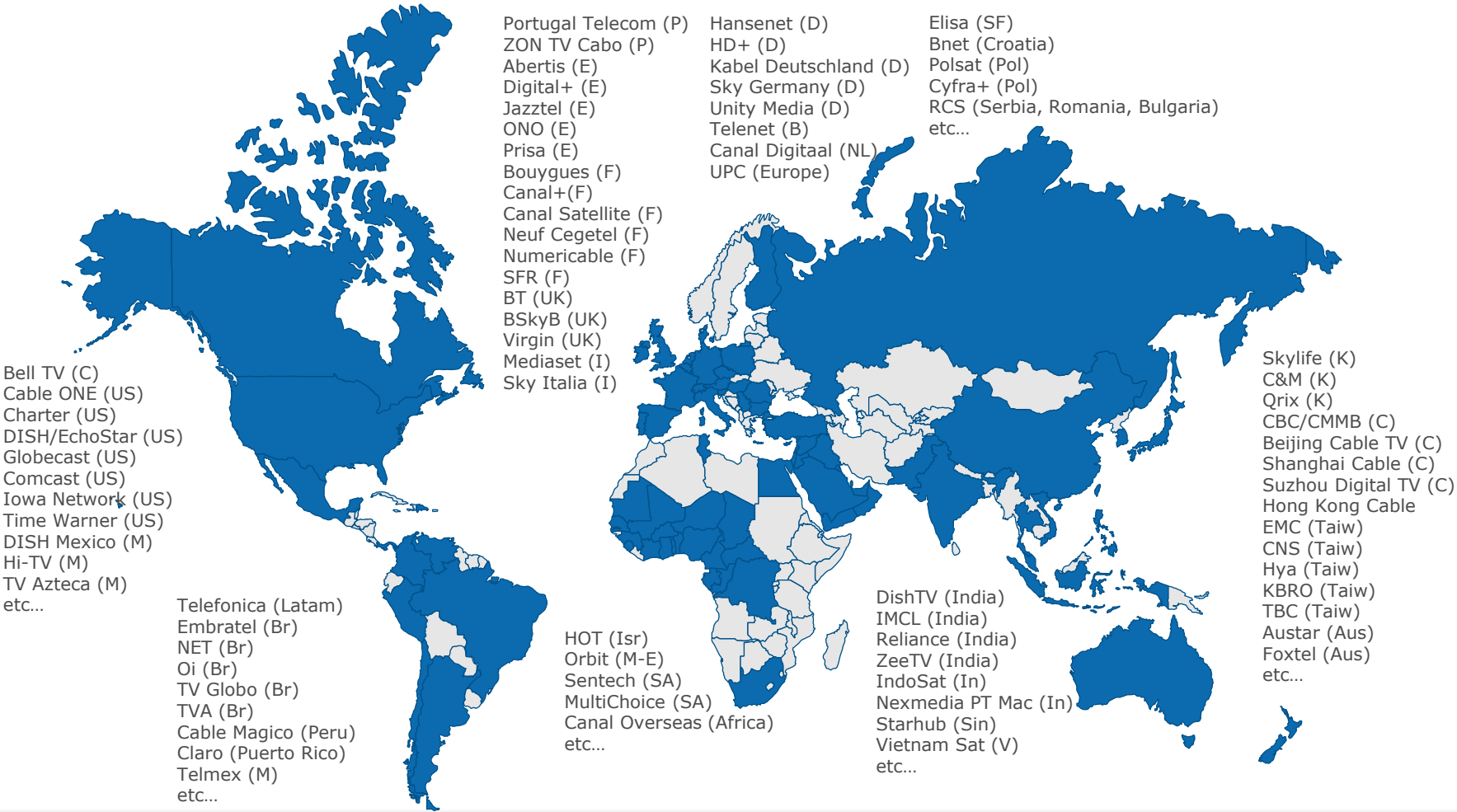


NEW TECHNOLOGIES



900M\$ revenues, 3000 employees

A worldwide presence: 149+ Million Active Devices - 120+ Customers



The leading and only truly independent content protection provider

Offices in USA, Brazil, France, Germany, Italy, Russia, Switzerland, Spain, UK, Australia, China, Hong Kong, India, Japan, Korea, Singapore, Taiwan.

60 Years of Innovation

- 1951 Company founded by Stefan Kudelski
- 1958 Release of the Nagra III, the legendary cinema recorder
- 1965 Company wins for first Oscar For Nagra III tape recorder
- 1989 Launch of access control systems for pay TV
- 1991 André Kudelski succeeds Stefan Kudelski
- 1995 WEF nominated André Kudelski as a "Global Leader for Tomorrow"
- 1997 Digital Pay TV becomes companies core business
- 2001 Movement into public access with acquisition of Skidata
- 2008 Revenues exceed 1 billion Swiss Francs
- 2009 Acquisition of OpenTV completes end to end digital TV offering
- 2011 Kudelski group celebrates 60 years of innovation
- 2012 Launch of Cybersecurity Unit

60
YEARS
OF INNOVATION
1951-2011
NAGRA
KUDELSKI GROUP



Enabling a secure DTV Ecosystem



Bringing premium
entertainment to every
screen



- First and foremost, **comprehensive content protection** securing content and businesses



- Efficient multiscreen operations through a single **service platform**



- Provide client technologies with necessary **security** elements and that enable a **seamless user experience**



- Layer **advanced advertising** support on pay-TV services



- **Professional and managed hosted services** to make it a reality

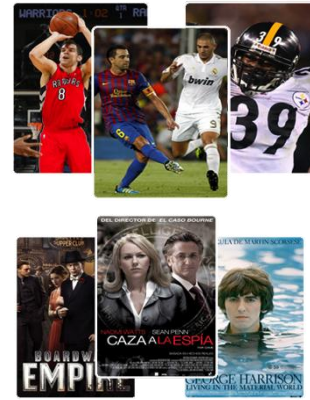
DIGITAL TV SECURITY EVOLUTION



SIGNAL



DEVICE



CONTENT

CAS

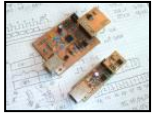
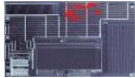
DRM

Securing >50B\$
annual content revenues

FROM SIGNAL TO CONTENT SECURITY

Security: From product's security to Cybersecurity

- We acquired a number of skills building World Class Anti-piracy Services for PayTV for the last two decades!



Web crawler
Forensic analysis
Field investigation
Security evaluation
Attack Lab
Security standard definition
Technical countermeasures
Monitoring public/private
Crisis response team and process
Proprietary hardware
Proprietary cryptography
Code review
Continuous RnD investment
3rd party evaluation
Legal prosecution
Device certification
Legal analysis

- All this expertise gives us capability to act on other security domains
 - Confidentiality, Privacy, Reputational & Legal issues, Security breach, Dataflow tracking...

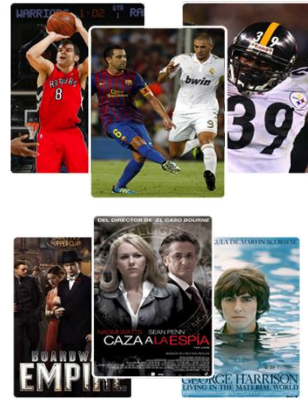
A NEW SECURITY PARADIGM



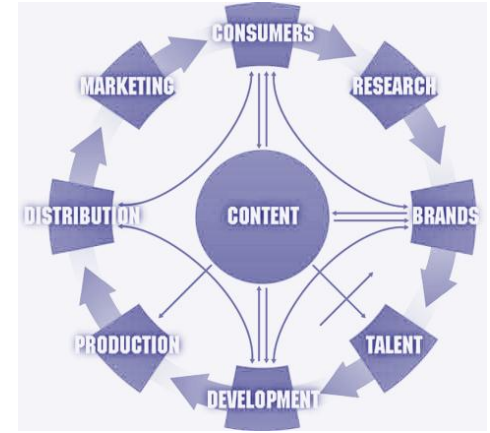
SIGNAL



DEVICE



CONTENT



ECOSYSTEM



Securing >50B\$
annual content revenues

The natural
next step

SECURING THE DIGITAL ECOSYSTEM

KUDELSKI SECURITY SOLUTIONS



SHARING OUR REAL-WORLD EXPERTISE TO HELP YOU STAY A STEP AHEAD OF CYBER SECURITY CHALLENGES



PROTECTING YOUR CRITICAL ASSETS AND REPUTATION WITH ADVANCED THREAT INTELLIGENCE AND INTERVENTION



EQUIPPING YOUR EMPLOYEES AND CLIENTS WITH A ROBUST AUTHENTICATION SOLUTION FOR REMOTE ACCESS



DELIVERING OUR CRISIS MANAGEMENT KNOW-HOW TO ENABLE YOU TO KEEP FOCUS ON THINGS THAT MATTER

Perpetual innovation

- Several collaborative projects on-going:
 - AUSTRAL: French project for OTT delivery to multiple devices using MPEG-DASH
 - BEST: define new, provably secure, efficient broadcast encryption mechanisms adapted to a low transmission bandwidth
 - H2B2VS: targets hybrid distribution of TV programs and services over heterogeneous (Broadcast and Broadband) networks, using HEVC.
 - ◇ European project, Celtic+
 - ◇ 17 partners (Nagravision, EPFL, HES-SO, finish, turk & spanish partners)
 - ◇ Swiss partners waiting for CTI approval.

- Looking for new projects in the Cybersecurity domain
 - Governments, Education, Telecoms, Mobiles...
 - ▷ Big data, DPI, AIM...



A special case: Secret.li – combine Security with social networks

- Secret.li is an application to share photos securely over Facebook:
 - User decides who can see the photos and for how long. It is a primary step in the EU vision of the ‘right to be digitally forgotten’
- User’s privacy is a sensitive topic rallying people and governments alike.
 - Current Social Network environments retain control over user photos which is a violation of privacy.
- Why is it unique?
 - Creates a unique mix of privilege, comfort and fun for users to adopt a privacy-focused app
- How
 - The app is ready for launch; we will gauge users’ adoption over the next 2 months
- Biz model
 - Freemium, in-app purchase, other services - large potential market





Areas for R&D and new Development

- Our iPhone app is just the first step!
- We want to go further to
 - Securing all types of user generated content (photo/video/text)
 - Extending to Android and PC environment
 - Secure Export - To cloud storage, iTunes etc
 - Increase Security: Remove screen capture features so that the photo cannot be printed or copied
 - Reputation management: Find and scan the web for an image and protect or remove it

We are looking at co-funding as well as collaboration on R&D

TACK! MERCI! DANKE! THANK YOU!



Contact us @ <https://www.kudelskisecurity.com/>