



Irdeto to Deliver Secure Content Worldwide Using Adobe Flash Access 2.0

Company Aims to Accelerate the Secure Delivery and Monetization of Premium Online Content

CARLSBAD, Calif. and LAS VEGAS, Nev. (NAB 2010) – April 14, 2010 – Irdeto, the global leader in securing and delivering premium content and digital assets, today announced an alliance with Adobe Systems Incorporated to support Adobe® Flash® Access 2.0 content protection technology for the secure delivery of premium content to audiences around the globe. Today's announcement builds on a long history of collaboration between Adobe and Irdeto and is designed to simplify and accelerate the secure delivery and monetization of premium online content for operators and service providers.

“Adobe is dedicated to enabling media and enterprise companies to build profitable businesses around online video,” said Florian Pestoni, principal product manager, Rich Media Solutions at Adobe. “Irdeto's support for Adobe Flash Access 2.0 creates opportunities for content providers to distribute content securely to consumers worldwide.”

The Adobe Flash Platform is the leading online video distribution platform: according to a December 2009 comScore Media Metrix® report*, approximately 75 percent of online videos viewed worldwide are delivered using Adobe Flash technology. With the introduction of Adobe Flash Access 2.0, a robust content protection and monetization solution, premium content providers can distribute protected content directly to the Adobe Flash Player runtime, extending their reach to over 98 percent of Internet-enabled computers.

“We are pleased to expand our long standing relationship with Adobe, leveraging our leading security technology to deliver, protect and monetize premium digital content,” said Jan Steenkamp, VP of Americas for Irdeto. “The history of premium content tells us that if content has value and is not restricted in access, the opportunity to monetize that content is lost. Irdeto's alliance with Adobe is a significant step forward in building an innovative system that can automatically and securely deliver content across multiple platforms and accommodate change as rapidly as consumers themselves.”

Irdeto's Adobe Flash Access 2.0 license service will be available as a hosted service leveraging Irdeto's existing international data centers and infrastructure and deploying Irdeto's patented technology that speeds and scales the delivery of licenses to mass market audiences. Adobe Flash Access 2.0 has already been endorsed by the Digital Entertainment Content Ecosystem (DECE).

“A consumer’s digital day is complex and ever evolving, and no two companies know that better than Irdeto and Adobe,” said Graham Kill, CEO of Irdeto. “With this expanded alliance, Adobe can rest assured knowing that whenever content and consumers come together, Irdeto will protect the value. Our solutions are uniquely aligned to meet the rapidly changing digital landscape and the needs of companies working to succeed in the digital content economy.”

Irdeto helps the world’s leading content owners and distributors, device manufacturers and software companies bridge the gap between the advancements in the digital economy and the needs of consumers. The company’s versatile technology platform enables customers to swiftly and securely bring high value digital assets and premium content to market for maximum return on investment and creation of new and profitable revenue streams.

Adobe and Irdeto will showcase their latest industry-leading solution for the secure management and distribution of digital audiovisual content April 12-15, 2010, at the National Association of Broadcasters (NAB) Show in Las Vegas, Nevada. Please visit Irdeto Booth SU9717 and Adobe Booths SL3320, SL2401MR and SL2601MR for product information and demonstrations or email irdeto@racepointgroup.com for a briefing.

*December 2009 data from independent research firm comScore.

About Irdeto

Irdeto is a trusted partner to many of the world’s leading content owners and distributors, device manufacturers and software companies, including Adobe, Skylink, Al Jazeera, Multichoice Africa and Televisión Cable Digital. Irdeto’s versatile solutions ensure unbound access to valuable digital assets and premium content through a combination of content security, conditional access, business support systems and content and digital rights management. Co-headquartered in Beijing and Amsterdam, Irdeto employs 850 people in 25 offices around the world and is a subsidiary of multinational media group Naspers (JSE: NPN).

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