



## Newest Dutch pay-TV operator, JOYNE, deploys pay-TV operations in the cloud with Conax, Eutelsat solutions and SmarDTV

- *New multi-channel pay-TV operation targeting at Dutch viewers with second homes and mobile homes as well as public spaces in camping sites and bars*
- *Conax Contego-as-a-Service, cloud-based unified security hub, provides quick time to market and flexibility to scale*
- *Conax Cardless CAM, developed by SmarDTV, offers reduced subscriber acquisition cost with simple plug-and-play and includes built-in Conax Core Access security client enabling access to premium HD and 4K/UHD content*

**Amsterdam, September 13<sup>th</sup>, 2017: Conax, a Kudelski Group (SIX:KUD:S) company and a leader in total service protection for pay-TV and digital entertainment services worldwide, and conditional access module provider SmarDTV, announce a collaboration with JOYNE, the new multi-channel pay-TV operator. JOYNE selected Conax 'Contego-as-a-Service', cloud-based content protection security hub and Conax Cardless CAM developed by SmarDTV with pre-integrated security client Conax Core Access to handle all its content security needs. The new JOYNE service includes multi-year, multi-transponder contract with Eutelsat for uplink services and content distribution**

The pay-TV platform has launched providing a colourful bouquet of channels including premium sports offerings – featuring over 50 well-known Dutch and international channel brands, including Fox Sports HD channels and Discovery Networks Benelux. Using the powerful pan-European beam on EUTELSAT 9B viewers will be able to receive the DTH service with dishes starting from 45cm.

By employing Contego-as-a-Service, JOYNE's benefits include short time-to-market, easy deployment and availability of skilled Conax professionals to monitor and maintain the system. Conax Core Access, the security client built into the Cardless CAM, recently underwent Cartesian's Farncombe Security Audit™. Utilizing a dedicated secure processor and hardware root-of-trust, it provides strong protection for premium HD and 4K/UHD content.

The Conax Cardless CAM, developed by SmarDTV, upgradable to CI+1.4, has an innovative plastic casing, combined with a customized branding for JOYNE, allowing differentiation at the retail point of sale. For end-users, it enables an easy set up with no need for additional support. The plug-and-play, Conax Cardless CAM will help JOYNE maintain a low subscriber acquisition costs.

Hans Brunas, CEO of JOYNE, says, "Conax Contego gives us the ability to combine DVB, IPTV, and OTT clients in the same backend, giving us the flexibility to scale our service. Additionally, through the security features of the Conax Cardless CAM, we gain access to premium channels and ability to enrich our end-user product packages. JOYNE's competitive proposition is based on flexible short-term subscriptions for Dutch viewers with second homes and mobile homes as well as special offers for public spaces in camping sites and bars. This flexibility is one of the many reasons we selected Conax Contego-as-a-Service."

Tom Jahr, EVP Products & Partners, Conax, "The new Conax Cardless CAM from SmarDTV provides JOYNE with a secure and enticing go-to-market offering, combined with Contego-as-a-Service, helping them ramp up and scale quickly. We are pleased to be selected to secure content and provide easy to use devices supporting JOYNE's unique new multi-channel offering."

**About JOYNE**  
[www.JOYNE.nl](http://www.JOYNE.nl)

### About Conax

Conax, a Kudelski Group (SIX:KUD:S) company, is a leading global specialist in total service protection for digital TV and entertainment services via broadcast, broadband and connected devices. Based on the Conax Contego security back-end, 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. Conax spotlight technology includes the Contego-as-a-Service cloud-based platform, award-winning "Conax GO Live" live TV streaming, benchmark multi DRM protection and the Conax Connected Access connected IPTV security client combining Conditional Access and DRM security in a single client. Headquartered in Oslo, Norway,

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ISO 9001 & 27001 certified Conax technology enables secure content revenues for 425 operators in 85 countries globally. For more information, please visit [www.conax.com](http://www.conax.com) and follow us on [Twitter](#), [LinkedIn](#), and [Facebook](#) to join the conversation.

**About SmarDTV**

SmarDTV, a Kudelski Group company, is an international leader in pay television technology. SmarDTV designs and manufactures a large range of set-top box solutions and CI / CI-Plus plug-in modules which enable access to premium digital pay-TV whether delivered through broadcast or broadband IP. A founding member of CI Plus Forum, SmarDTV is headquartered in Switzerland with development and sales offices in France, Germany, Singapore, India and Taiwan. Please visit <http://www.smartv.com> for more information.

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