

## **Telenor Norway Shortens Time-to-Market in Delivering New Content to Subscribers**

*Expanded collaboration with NAGRA simplifies content management to better engage subscribers while maintaining security and reliability*

**Cheseaux-sur-Lausanne, Switzerland, and Phoenix (AZ), USA – March 17 2021** – NAGRA, a Kudelski Group (SIX:KUD.S) company and the world's leading independent provider of content protection and multiscreen television solutions, today announced that Telenor Norway, one of the world's largest mobile telecommunications companies and current NAGRA customer, has selected the NAGRA DVnor Media Asset Management (MAM) service to help them expand their VOD platform subscriber offering.

The service enables a fully automated content processing system for Telenor Norway, providing the flexibility to add capacity on demand, through a simple, secure and reliable content preparation and distribution system.

“The NAGRA DVnor MAM service helps us accelerate the delivery of new, premium content to our subscribers without putting a strain on our internal resources,” said Stein Lindman-Johannesen, Head of Content & Recommendations, Telenor Norway. “NAGRA’s support team was critical in handling the high volumes of video, audio and subtitling files, enabling us to focus on the launch of our service and our subscribers, rather than worrying about handling peaks and the logistics of the content preparation and distribution. Their expertise, combined with a secure and state-of-art automated workflow, significantly shortened the time-to-market and enabled us to deliver an expanded content catalogue to our subscribers in the Nordics.”

The NAGRA DVnor MAM service complements Telenor Norway’s in-house content preparation operations by enabling fast and efficient onboarding of new content that includes NENT Group’s entire catalogue of Viaplay Originals and V Film movies. NENT Group is the Nordic region’s leading streaming company and currently has more than 2.8 million subscribers to its Viaplay streaming service.

“We are thrilled to expand our collaboration with Telenor Norway and work with the NENT Group to simplify the process of bringing their content to Telenor Norway’s platform,” said Thierry Legrand, SVP EMEA at NAGRA. “We take pride in playing an active role in the digitization and automation of the content supply chain. With this expanded relationship, Telenor Norway can improve content delivery, increase their subscription base, and better engage their customers – while still benefiting from our best-of-breed content security.”

Leveraging more than 15 years of expertise in media asset management, NAGRA DVnor solutions are trusted throughout the content supply chain, delivering efficiency through scalability and automation, and value to content producers, distributors and aggregators, broadcasters and pay-TV operators alike.

### **About Telenor Norway**

Telenor Norway is a part of Telenor Group, a leading telecommunications company across the Nordics and Asia with 182 million customers. T-We by Telenor is the largest TV and streaming service in Norway.

### **About NENT Group**

Nordic Entertainment Group AB (publ) (NENT Group) is the Nordic region's leading entertainment provider. We entertain millions of people every day with our streaming services, TV channels and radio stations, and our production companies create content that is experienced around the world. We make life more entertaining by telling stories, touching lives and expanding worlds – from live sports, movies and series to music and original shows. Headquartered in Stockholm, NENT Group is listed on Nasdaq Stockholm ('NENT A' and 'NENT B').

### **About NAGRA**

NAGRA, the digital TV division of the Kudelski Group (SIX:KUD.S), provides security and multiscreen user experience solutions for the monetization of digital media. The company provides content providers and DTV operators worldwide with secure, open and integrated platforms and applications over broadcast, broadband and mobile platforms, enabling compelling and personalized viewing experiences. Please visit [dtv.nagra.com](http://dtv.nagra.com) for more information and follow us on Twitter at [@nagrakudelski](https://twitter.com/nagrakudelski).

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