



DEN NETWORKS LIMITED (DEN) LAUNCHES TWO APPLICATIONS ON NDS MEDIAHIGHWAY® PLATFORM

Highlights:

- Den Networks Limited (DEN) has launched an interactive TV micro blogging application, Blog.telly, and a 24 X 7 music service for the digital cable TV market
- Both applications run on the NDS MediaHighway® middleware platform
- Both applications demonstrate NDS' commitment to the local development of innovative, world-class solutions for the Indian digital pay-TV market

MUMBAI, INDIA – October 7th, 2009 - [NDS](#), the leading provider of technology solutions for digital pay-TV, today announced that [DEN](#) (DEN Networks Limited), a leading Indian digital cable TV operator, has launched two services on the NDS [MediaHighway®](#) platform. DEN has recently launched an interactive TV micro blogging application, Blog.telly, immediately after the launch of its 24x7 music service in January '09.

In partnership with NDS, DEN is delivering an appealing and ever-increasing combination of broadcast and interactive digital television applications to its Indian cable TV viewers.

NDS' market-leading MediaHighway® platform now offers DEN subscribers the ability to use Blog.telly to comment on popular discussion topics across four categories: News Views (current affairs), Movie Masala (movies), Gup Shup (TV, soaps and celebrity gossip) and Sports Mania. Comments can be posted via an SMS or directly on the website. As well as being an option for subscribers to share their thoughts on TV content, Blog.telly will provide DEN with information and feedback on their subscribers' likes and dislikes which can be used to determine future programming.

DEN's recently launched music service offers real-time, non-stop music content to its cable TV subscribers. Viewers can play, navigate, preview and manage the multi-lingual music content of their choice.

DEN relies on an end-to-end solution from NDS, including NDS [VideoGuard® conditional access](#) system (CAS), NDS Media Highway® middleware and an advanced NDS electronic programme guide (EPG).

Mr. Anuj Gandhi, CEO, DEN, said: "The launch of these additional services further improves the entertainment experience for our digital cable viewers in India. This would not be possible without our technology partnership with NDS, which enables our ability to deliver."

Ms. Sue Taylor, NDS Senior Vice President and General Manager Asia Pacific said, "We will continue to work with DEN to provide world-class



NDS solutions and localised support in India, to enable DEN to deliver interactive entertainment services to their subscribers.”

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About DEN

DEN Networks Limited (DEN) is a leading cable distribution entity with a pan-Indian footprint. DEN is promoted by Sameer Manchanda, an industry veteran with over 20-years of experience in media & channel distribution. Raghav Bahl Promoter, Network18 Group, is a Director of the Company. DEN is led by CEO, Anuj Gandhi; Presidents - S. N. Sharma, Vikas Bali and M.G. Azhar - who have been associated with the media industry for more than 16 years. In a short span of time, DEN’s subscriber base has expanded from zero at incorporation to approximately 10 million subscribers.

See www.dennetworks.com / www.digitelly.in for more information about DEN.

“DEN Networks Limited is proposing, subject to market conditions and other considerations, a public issue of its equity shares and has filed a Draft Red Herring Prospectus with the Securities and Exchange Board of India (“SEBI”). The Draft Red Herring Prospectus is available on the website of SEBI at www.sebi.gov.in and the respective websites of the Global Co-ordinator and Book Running Lead Manager (“GCBRLM”) and Co-Book Running Lead Manager (“CBRLM”) at www.db.com/India and www.antiquelimited.com. Investors should note that investment in equity shares involves a high degree of risk and are requested to refer to the section titled “*Risk Factors*” of the Draft Red Herring Prospectus.”

“This announcement has been prepared for publication in India and may not be released in the United States. This announcement does not constitute an offer of securities for sale in any jurisdiction, including the United States, and any securities described in this announcement may not be offered or sold in the United States absent registration under the US Securities Act of 1933 or an exemption from registration.”

About NDS

NDS Group Ltd. creates the technologies and applications that enable pay-TV operators to securely deliver digital content to TV STBs (set-top boxes), DVRs (digital video recorders), PCs, mobiles and other multimedia devices. Over 70 of the world’s leading pay-TV platforms rely on NDS solutions to protect and enhance their businesses. VideoGuard® is the world’s market-leading conditional access (CA) and digital rights



management (DRM) technology, currently deployed on 107 million active devices, and safeguarding pay-TV service revenues exceeding \$40 billion. NDS middleware, including MediaHighway® which enables a host of advanced services for subscribers, has been deployed on 123 million devices. NDS DVR technology, centred around XTV™, leads the global industry with 21 million units deployed. (Deployment figures as of 30th June 2009).

Headquartered in the UK, NDS remains committed to investing in R&D with over 75% of its employees dedicated to pioneering work at development centres in China, Denmark, France, India, Israel, Korea, UK and US. NDS has also implemented a host of initiatives aimed at reducing its carbon footprint and helping digital TV subscribers reduce energy consumption.

NDS Group Ltd. is a private company owned by the Permira Funds and News Corporation. See www.nds.com for more information.

Read about the latest developments at NDS and in the pay-TV industry in [World Vision](#)

Click here for the NDS [RSS feed](#)

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