



Samsung and NAGRA Reinforce Commitment to Content with TVkey Security Solution

SEOUL, Korea – August 26, 2016 – Samsung Electronics announced today a next-generation security solution for consumers to access pay-TV services directly on their televisions. The low-cost USB dongle, TVkey, ensures content protection without a set-top box or second remote. The innovative technology was developed by Samsung in collaboration with [NAGRA](#), the world's leading independent provider of content protection and multiscreen television offerings.

The new TVkey security system incorporates the built-in terrestrial, satellite and cable tuners of Samsung TVs to give consumers a reliable connection. The system provides the highest level of content protection at an affordable cost.

"We are committed to providing our consumers with access to all of their favorite content on their Samsung SUHD TVs," said Jong-hee Han, Executive Vice President, Visual Display Business at Samsung Electronics. "By partnering with NAGRA on TVkey, we are setting a new standard for the industry, enabling pay-TV providers to securely deliver premium UHD content directly to consumers."

TVkey content security approach meets stringent Hollywood requirements for protection of 4K and HDR content. It also allows pay-TV operators to easily add new subscribers and broaden their existing business models, dramatically reducing customer acquisition costs.

"In working with Samsung, we are providing consumers and pay-TV operators with a flexible and economical route to UHD services, while offering state-of-the-art pay-TV security," said Maurice van Riek, NAGRA Senior Vice President of Content and Asset Security. "By integrating our latest content protection technology alongside open standards, such as USB and HbbTV/HTML5, we not only ensure excellent security, but also deliver a feature-rich, operator-branded user experience directly to the consumer's TV."

TVkey is expected to be available at the end of 2016, with additional market launches planned for early 2017. Later in 2017, Samsung and NAGRA plan to develop TVKey into an open market solution, fully accessible to the wider television industry.

For more details on when the open market deployment will be available, please visit the official [TVkey](#) website.

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