



# SIDSA teams up with Al-Jazeera Sport

The company sells CAMs (Conditional Access Modules) that allow Al Jazeera Sports' subscribers to watch the main European Football Leagues and have access to other pay-TV platforms

SIDSA, the international provider of Digital TV and Broadband solutions, products and services, is providing Al Jazeera Sports (two channels, AJSC+1 and AJSC+2) with KeyFly, a state-of-the-art Conditional Access System, the safest in the world as it does not require a smart card.

Following its agreement with Al Jazeera Sport, the company is selling CAMs (Conditional Access Modules) for around \$50 each one that enable Al Jazeera Sports' subscribers to watch for one year the main European Football Leagues, among them the Spanish, the Italian, the British and the Portuguese.

All the pay-TV rights to those Football Leagues are embedded in the CAM, based on SIDSA's MACtsp, which also allows the subscribers to have access to other pay-TV platforms, such as Showtime or ART using the official smart cards of this platforms.

There is a market of around 2 millions CI STBs in the Arabian countries. SIDSA CAMs is the solution for this user platform for watching Al-Jazeera Sport channels, where pay-TV contents are increasingly drawing large subscriptions. The CAM does not require a smart card -reducing thus the possibility of piracy as well as the savings for the customers of such smart card- and allows to implement different subscription models (pay-per-view, impulsive pay-per-view, order ahead pay-per-view, pay as you watch and pay-per-date), as well as a messaging system whereby subscribers may make comments on the contents through SMS messages on screen.

KeyFly is also being used by other international TV players like the Spanish TVE or Africa Digital DTH. SIDSA will show the system at the Broadcast Asia 2006 which will take place between June 20<sup>th</sup> and 23<sup>rd</sup> in Singapore.

For further information:

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Note to editors:

SIDSA (Semiconductores Investigación y Diseño SA) is an international Provider of Global Solutions, Products and Services in the fields of Digital TV, IP TV, Mobile TV, Conditional Access systems and Broadband. It offers a wide range of multimedia products: from its own System on Chip (SoC) integrated circuits to global and vertical integrated solutions to its customers, allowing them to get the best of it and generating new profitable business models. Created in 1992, initially as a Design House of Semiconductor components and ASICs (Custom integrated circuits), SIDSA has become a highly reputed international provider with a design centre in Tres Cantos (Madrid) and offices in The Silicon Valley, California