



ANNOUNCEMENT

SVP ALLIANCE GAINS IMPRESSIVE MOMENTUM IN THE BUILD UP TO CES

Twelve new members added to the group from all sectors of the industry

Highlights:

- Content protection group adds new members: Broadcom Corporation, Humax, LG Electronics, Samsung Electronics and Twentieth Century Fox
- New Associate members include ADB, BSkyB, Caton Overseas, DIRECTV, Macrovision, Pace Micro Technology and Widevine Technologies
- Members represent broad industry adoption of content protection standard
- Alliance committed to including SVP (Secure Video Processor) content protection technology in digital home networks and consumer electronic devices, encouraging widespread use of digital content

Las Vegas (CES – LVCC South #2, Booth 26811), January 6, 2005 - The SVP Alliance announced today that twelve new companies have joined the content protection organization, illustrating the endorsement of SVP technology from across a broad array of industries.

New members include: Broadcom Corporation, a leading provider of highly integrated semiconductor solutions enabling broadband communications; Humax, one of the world's leading digital satellite set-top box manufacturers; LG Electronics, a major global force in electronics, mobile communications and home network technologies; Samsung Electronics, the \$36 billion global leader in semiconductor, telecommunication, TFT-LCD, consumer electronics and digital convergence technologies; and Twentieth Century Fox, one of the world's leading movie studios.

The SVP Alliance is also joined by seven new associate members including: ADB, BSkyB, Caton Overseas, DIRECTV, Macrovision, Pace Micro Technology and Widevine Technologies. These new members join founding members NDS, STMicroelectronics and Thomson, and existing associate members NEC and Conexant.

SVP technology is designed to work seamlessly with other content protection technologies, providing maximum flexibility to content owners and consumers alike. Based upon the proven Conditional Access technology used to protect pay-TV, SVP extends this content protection horizontally across the consumer electronics market.

"It is a recognized issue that high quality premium content is at risk from illegal use, distribution and redistribution," said Dr. Beth Erez, SVP Alliance Chairperson. "We believe that the SVP specification is an effective solution that protects the valuable assets of rights holders, while enabling consumers to enjoy greater flexibility in their use of content. With the announcement of these industry leaders joining us today, we are

encouraged that we will soon see the broad adoption of SVP, benefiting all those involved in the creation, delivery and use of valuable content.”

The SVP solution, based on secure video processor hardware, allows premium content to be more broadly distributed, since the technology protects it from unauthorized use. Network service operators using SVP-compliant devices, for example, can use the technology to empower consumers to receive, store and render secured content in home networks and on consumer devices – such as digital televisions, set-top boxes (STB), DVRs, and portable devices. Any standard video processing chip design can be made SVP-compliant, and then embedded in any consumer electronics device.

Demonstrations of the SVP technology will be shown at CES, including an end-to-end integrated home networking solution, and an NDS XTV2Go™ demo showing how content can be downloaded to a Thomson portable Digital Video Recording device — an RCA Lyra™ — while protecting content owners’ rights using SVP. The SVP booth is located at LVCC South Hall #2, Booth # 26811.

Note to editors: A quote sheet including comments from the new members is attached and available at the SVP website at www.svpalliance.org.

About The SVP Alliance

The SVP Alliance is a group of media and technology industry leaders committed to the widespread use of digital content on consumer devices. The objective of the SVP Alliance is to adopt, use and promote the SVP standard and develop interoperability with other DRM and content protection solutions. By ensuring its broad adoption, and proposing its specification to relevant standards and other industry bodies, SVP will become a leading international standard for content protection. The SVP Alliance is a not-for-profit organization supported by the following companies: ADB, Broadcom, BSkyB, Caton Overseas, Conexant, DIRECTV, Humax, LG Electronics, Macrovision, NDS, NEC, Pace Micro Technology, Samsung Electronics, STMicroelectronics, Thomson, Twentieth Century Fox, and Widevine Technologies.

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Quote Sheet

The success of the SVP Alliance is based on the active collaboration of major industry leaders working towards the broad adoption of this content protection standard. These quotes are from some of the new Alliance members who are part of this important industry effort.

Broadcom:

"At Broadcom, our communications technologies often fuel emerging markets, including the newest applications and products for the home, business and mobile markets. As content begins to move more fluidly within these environments, it needs industrial-strength protection. Since security has always been a major hallmark of our solutions, we are adopting the SVP technology as it means we can increase the level of security we offer to our customers."

-- Daniel Marotta, Group Vice President of Broadcom's Communications Group

BSkyB:

"As Europe's leading Pay-TV provider, BSkyB has always recognized the importance of secure content protection technologies. The 21st century TV consumer demands more flexible use of TV content so it is essential that the industry cooperates to develop and deploy secure yet flexible content protection solutions. The formation of the SVP Alliance marks a major step in achieving that goal."

-- Richard Freudenstein, Chief Operating Officer, BSkyB

DIRECTV:

"SVP is an interesting technology that we believe represents an important contribution to the field of content protection. As a leading provider of digital multichannel entertainment, DIRECTV applauds the initiative of the SVP Alliance in developing this new technology."

-- Rômulo Pontual

Executive vice president and chief technology officer, The DIRECTV Group

Humax:

"As leaders in the digital home entertainment market, we need to ensure that consumers are able to transfer content from device to device and be able to do so with great ease. Adoption of the SVP technology within our products means we can deliver this flexibility to consumers while maintaining the content rights of the content owners and distributors."

-- Albert Son, Executive Director, Humax Electronics Co Ltd.

Samsung Electronics:

"With the growth of home networking, it is essential that the industry works toward making content sharing in the home a secure process. We believe that SVP will support our customers' growing needs to transfer entertainment within the home environment with security and ease."

-- Chong-Ho Choi

Vice President Strategy Marketing, DV Division, Samsung Electronics

Twentieth Century Fox:

"We have long believed that the ability to protect content from digital theft will ultimately benefit consumers, who will enjoy greater flexibility in their entertainment choices. The advanced SVP technology provides an excellent end-to-end solution to protect the valuable film and television properties we create and distribute, improving the competitive marketplace in which the buying and selling of content can take place securely."

-- Peter Levinsohn, President of Digital Media, Fox Filmed Entertainment

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