



NDS



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NDS, now part of Cisco, creates the technologies and applications that enable pay-TV operators to securely deliver digital content to TV set-top boxes, digital video recorders, PCs, mobiles and other multimedia devices. Over 90 of the world's leading pay-TV platforms rely on NDS solutions to protect and enhance their business.

Founded as an Israeli start-up in Jerusalem, NDS's main research and development center continues in Israel, with over 1,100 employees in Israel and more than 5,500 worldwide.

Designed with the security of its customers' systems as the highest priority, the NDS conditional access (CA) and DRM (Digital Rights Management) systems protect more than US\$35 billion of broadcaster revenues annually.

Importantly, NDS believes that no system can rely purely on its technological superiority to resist security attacks, and no CA/DRM system provider should assume that its system will not be subject to attack. Therefore, NDS formulates its anti-piracy strategies based on the premise that its system may be attacked by hackers, and it continuously devises appropriate mechanisms to counter these potential attacks.

NDS's reputation is second to none in the pay TV market for its robust security solutions. This reputation is built on a proactive approach to security, backed by teams of highly skilled technologists in Israel and other NDS

centers throughout the world. A world-class Information Security unit protects company and customer networks. As an added safety net, NDS Operational Security actively monitors the hacking community so that any potential risks can be mitigated as quickly as possible. Just as hackers are internationally networked, so is Operational Security, with staff strategically located globally. Information constantly flows among all these units, and is processed into Intelligence: the foundation of a successful anti-piracy group.

Effective security necessitates more than just technology; it also entails proactive security measures and security-oriented operational procedures. NDS believes that fighting piracy requires both a sword and a shield; technology only provides the shield.

NDS has devised a range of security procedures that include:

- **System uniqueness** – Each NDS system is unique; no two NDS customers share the same algorithms. Were an NDS system to be breached [something that has not happened in over a decade], it would be limited only to that one specific platform.
- **Individual attention** – NDS devises and implements unique counter-measures in response to specific circumstances.
- **Operational security** – NDS's global Operational Security unit, with headquarters in Israel, has teams on every continent where it has customers. These teams implement Information Security and Physical Security protective procedures, monitor hacker activity, liaise with local law enforcement, and assist in developing and testing electronic counter-measures in the event of a security incident. NDS has the largest operational security group in the industry that proactively combats piracy.

NDS remains unhacked today – for over 10 years – because of this multi-disciplined approach to security. Maintaining zero-piracy is achieved through technical, strategic, and operational means; a fully-integrated, synergistic, end-to-end security mechanism.

Today, as in the past, NDS is in the forefront of hi-tech companies, in Israel and abroad, who are successfully fighting cyber crime and piracy.

