



## **NDS OPENS NEW SEOUL OFFICE, DEMONSTRATING FURTHER COMMITMENT TO KOREAN PAY-TV MARKET**

### **Highlights**

- NDS expands its operations in Korea to Asia's most advanced digital market
- NDS Korea R&D Centre pivotal to providing core technologies to leading global digital pay-TV providers

**SEOUL, KOREA – November 16, 2007** – NDS, the leading provider of technology solutions for digital pay-TV, today announced that the company is increasing its presence in Korea with the opening of a new, expanded sales, support and R&D operation in Seoul.

Commenting in Seoul, Sue Taylor, VP and General Manager of NDS Asia Pacific said, "NDS has had sales, support and research and development facilities in Seoul for over 6 years. The Seoul operation has now grown to more than 120 employees. NDS Korea is pivotal in our ability to roll out state-of-the-art technologies, such as advanced conditional access and middleware solutions, set-top box (STB) integration and mobile solutions, to some of the world's largest broadcasters. The opening of the new NDS Seoul office is in recognition that Korea is a key player in the deployment of digital pay-TV."

Rapid expansion in the broadband and pay-TV industry has seen Korea forge ahead as the digital hub of Asia. Korea is moving rapidly towards full digitization, with government initiatives promoting 100% digital conversion by 2012. The encouragement of greater competition and consumer choice in pay-TV and broadband markets is expected to accelerate uptake of digital solutions.

In Korea, NDS end-to-end systems are working across cable, satellite DTH and IPTV platforms. NDS solutions protect and enable SkyLife, KT MegaTV and BSI, KDMC, GSGB and CJ CableNet cable TV operations. These customers account for close to 70% of the Korean Pay-TV market.

Korea is regarded as a global leader in the consumer electronics industry and is home to many of the world's premier suppliers of set top box technologies. Today, NDS Korea is pivotal to NDS' R&D development for the region and has moved from supporting local Korean customers to becoming a key resource in developing future core technologies for the next generation of digital broadcasters, platform operators and content providers.

### **About NDS**

NDS Group plc (NASDAQ: NNDS), a majority owned subsidiary of News Corporation, supplies open end-to-end digital technology and services to digital pay-television platform operators and content providers. See [www.nds.com](http://www.nds.com) for more information about NDS.



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**Cautionary Statement Concerning Forward-looking Statements**

*This document may contain certain “forward-looking statements” within the meaning of the Private Securities Litigation Reform Act of 1995. These statements are based on management’s views and assumptions regarding future events and business performance as of the time the statements are made. Actual results may differ materially from these expectations due to changes in global economic, business, competitive market, regulatory and other factors. More detailed information about these and other factors that could affect future results is contained in our filings with the US Securities and Exchange Commission. Any “forward-looking statements” included in this document are made only as of the date of this document and we do not have any obligation, nor do we undertake, to publicly update any “forward-looking statements” to reflect subsequent events or circumstances, except as required by law.*

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