

## **Baltcom adds CryptoGuard security for cable TV digitisation**

Latvia's second largest MSO digitises its cable TV network and deploys additional CAS by CryptoGuard for cost-effective content security.

**Motala, Sweden June 15, 2020** - CryptoGuard, a global provider of content security for digital TV and streaming video on any platform, today announces that Baltcom has deployed CryptoGuard CAS to secure its digital cable TV services. Baltcom is Latvia's second largest television and internet service provider with fiber optic coverage area including 20 cities across the country. Since 2020 Baltcom is fully owned by the mobile operator Bite Latvija.

In Baltcom's upcoming cable TV digitisation process, the operator identified significant opportunities for cost reduction in the CAS area, which has evolved over the last decade. The operator's criteria of selecting an additional CAS vendor were reliability, level of technology, trustfulness of partners, level of contact, financial stability and track records.

*"We did not want to sacrifice any of the service quality of stability and we wanted to be sure the CAS solution will be supported for many years ahead. With CryptoGuard all this was in place, as well as their financial flexibility and attractive business model, which were the deciding factors in selecting CryptoGuard CAS"* **said Dmitrijs Nikitins, CEO of Baltcom.**

CryptoGuard CAS, Conditional Access System, is a scalable and feature-rich content security solution offering low entry cost and a 'pay as you grow' business model for digital TV operators of all sizes. The CAS includes an integrated Subscriber Management System (SMS) with ability of remote management allowing simple setup and maintenance. Both cardless and card-based CAS clients are based on state-of-the-art security meeting the requirements for up to HD premium content.

**Krzysztof Wieczorek, Sales Director CEE & CIS at CryptoGuard commented** *"I am very happy to be working with Baltcom and with our new presence in the Baltic region. Our CAS solution provides Baltcom with a modern technology platform and cost-effective business model.*

**Kjell Carlswärd, CEO at CryptoGuard added** *"Baltcom is the latest addition of major operators to select CryptoGuard CAS for their content security needs. This proves the appeal of a feature-rich and cost-effective CAS platform while maintaining top-level security. CryptoGuard CAS will also offer Baltcom a wide range of card-based and cardless client devices enhancing the viewer experience.*

## **About Baltcom**

Baltcom is the second largest television and internet services provider in Latvia. The company began operations in 1991, becoming the first multi-channel pay TV operator in Eastern Europe. Currently Baltcom provides its customers with fiber optic internet, interactive, digital and cable TV, home telephony and electricity. The company offers telecommunication solutions for households and businesses.

The coverage area of fiber optic Internet and television of Baltcom includes 20 cities and towns of Latvia. The most widely developed network is in the capital city – in Riga. Baltcom also offers customers a mobile platform for interactive television OPEN, which with the Internet allows to watch television outside the Baltcom coverage area, without being tied to a specific address.

Baltcom is a modern, stable and reliable telecommunications company that has repeatedly been a pioneer in the industry and continues to use modern technological solutions to meet today's challenges.

Since 2020 Baltcom is fully owned by the mobile operator Bite Latvija. The companies plan to combine their experience and technological resources to offer customers modern and high-quality services.

## **About CryptoGuard**

CryptoGuard, founded in Sweden 2007, is a global provider of content security for digital TV and complete end-to-end IPTV/OTT solutions. CryptoGuard's solutions are scalable, cost-effective and ideal for any-size TV operators to securely deliver prime content to any screen over any platform. Today the company's solutions have been deployed by 250+ operators in 50+ countries worldwide, with a number of national TV broadcasters selecting CryptoGuard as its security partner. CryptoGuard is well positioned with sales offices on three continents and with an extensive partner ecosystem bringing world-class solutions to the market. For more information, visit [www.cryptoguard.com](http://www.cryptoguard.com)

## **Contact information**

Kjell Carlswärd  
CEO  
Tel: +46 971 10735  
[kjell@cryptoguard.com](mailto:kjell@cryptoguard.com)

Hannu Vunnel  
Marketing Director  
Tel: +46 971 10735  
[hannu@cryptoguard.com](mailto:hannu@cryptoguard.com)