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## Blockbuster On Demand Offers Multi-screen Premium Entertainment Using Content Security by Motorola Medios+

Motorola's multi award-winning Medios+ SecureMedia<sup>®</sup> platform to secure content delivery to Blockbuster On Demand customers

HORSHAM, Pa. – January 7, 2013 – [Motorola Mobility](#) announced that Blockbuster On Demand has selected [SecureMedia Encryptonite ONE™ HLS+](#) from its award-winning Motorola Medios+ platform to secure a new over-the-top (OTT) service. This service will provide the best in on-demand entertainment for U.S. customers on a variety of devices.

Consumers want multi-screen: their favorite content, on any device, anytime. According to Motorola's latest Media Engagement Barometer, nearly 30 percent of the population already watches content on their mobile devices. But content security remains a major hurdle for service providers trying to tap in on the mobile environment because of its inherent complexity.

"SecureMedia Encryptonite ONE HLS+ lets innovative distributors of entertainment like Blockbuster On Demand address multi-screen content security with a single solution, so that they can extend their content to a range of consumer devices, quickly and reliably," said John Burke, Senior Vice President and General Manager, Converged Solutions, Motorola Mobility.

Motorola Medios+ SecureMedia Encryptonite ONE HLS+ is the industry's leading service provider solution for ingesting and securely delivering content via standard HTTP methods and infrastructure that is approved by all the major Hollywood studios and network broadcasters. Blockbuster On Demand is using SecureMedia for the initial launch of its service for Android and iOS devices, Samsung TVs and Roku devices, opening the door for expansion to additional smartphones, tablets, game consoles and e-readers in the future.

"With the support of Motorola's industry-leading Medios+ SecureMedia platform, our customers will now be able to instantly stream and enjoy thousands of movies including popular new releases in stunning 1080p HD quality anytime and anywhere on their favorite connected devices," said John M. Paul, SVP Products & Engineering of Dish Digital which operates Blockbuster On Demand. "This new technology supports our digital strategy by streamlining our content distribution process and expanding the variety of secure premium content available to our customers."

Motorola SecureMedia Encryptonite ONE HLS+ is recognized worldwide as the industry's leading content security innovation, with awards and accolades from [Broadband Technology Report](#), [TelcoTV](#), IP&TV and InfoVision.

For more on Motorola Mobility's activity at CES, please visit our virtual press center and our blog, [MediaExperiences2Go](#) and follow us on Twitter @[Motomedia2go](#) and #2013CES.

For more information about Motorola's SecureMedia Encryptonite ONE HLS+ solution, please visit [www.securemedia.com](http://www.securemedia.com).

### About Dish Digital Holdings LLC

Dish Digital Holdings LLC is a joint venture between Dish Network Corporation (NASDAQ:DISH) and EchoStar Corporation (NASDAQ: SATS). DISH Network Corporation (NASDAQ: DISH), through its subsidiary DISH Network L.L.C., provides approximately 14.042 million satellite TV customers, as of Sept. 30, 2012, with the highest quality programming and technology with the most choices at the best value, including HD Free for Life. Subscribers enjoy the largest high definition line-up with more than 200 national HD channels, the most international channels, and award-winning HD and DVR technology. DISH Network Corporation's subsidiary, Blockbuster L.L.C., delivers family entertainment to millions of customers around the world. DISH Network Corporation is a Fortune 200 company. Visit [www.dish.com](http://www.dish.com). EchoStar Corporation is the premier global provider of satellite operations and video delivery solutions. EchoStar's wholly-owned subsidiary, Hughes, is the world's leading provider of satellite broadband services, delivering network technologies and managed services for enterprise and government customers in more than 100 countries. Headquartered in Englewood, CO, with additional business units world-wide, EchoStar is a multiple Emmy award-winning company that has pioneered advancements in the set-top box and satellite industries for over 30 years, consistently delivering value for customers, partners and investors through innovation and outstanding quality. Over the last three decades EchoStar's contribution to video technology has been a major influencer to shifts in the way consumers view, receive and manage TV programming. EchoStar's consumer solutions include HughesNet®, North America's #1 high-speed satellite Internet service, Sling Media's Slingbox® products, and EchoStar's line of advanced digital video set-top box products for the European free satellite and terrestrial viewer markets.

### About Motorola Mobility

Motorola Mobility, owned by Google, fuses innovative technology with human insights to create experiences that simplify, connect and enrich people's lives. Our portfolio includes converged mobile devices such as smartphones and tablets; wireless accessories; end-to-end video and data delivery; and management solutions, including set-tops and data-access devices. For more information, visit [motorola.com/mobility](http://motorola.com/mobility).