

BEIN SPORTS AND NAGRA PARTNERSHIP TARGETS PAY-TV AND STREAMING PIRACY IN MENA

beIN SPORTS ('beIN'), a leading global sports broadcaster and champion for the protection of intellectual property, extended its strategic partnership with NAGRA in its fight against content piracy in the Middle East and North Africa.

Opportunity: beIN sought to keep building on the existing implementation and expand the use of watermarking technology as part of their array of anti-piracy tools and security solutions. To further help secure both subscriber devices and their B2B distribution path, beIN wanted to extend the use of watermarking solutions across all their distribution networks, alongside anti-piracy services, to reduce and prevent re-streaming piracy.

Collaboration: As a trusted partner of beIN since 2018, NAGRA has contributed actively to disrupting pirate services. NAGRA forensic watermarking has been helping beIN SPORTS to identify and shut down thousands of illegal set-top-boxes used for illegal re-streaming over the years and is a key part of the company's content security and anti-piracy strategy.

In addition to selecting NAGRA NexGuard forensic watermarking for their DTH and OTT platforms, beIN has also chosen the NAGRA NexGuard Network ID solution to identify sources of piracy within beIN's distribution path. By extending the range of watermarking solutions used across different device types and distribution networks, beIN has greatly strengthened its platform's security and contributed to the successful disruption of piracy operations.

Benefits:

- Brand protection for beIN as a premium live sports broadcaster
- Enhanced platform security and the ability to trace content leaks and take actions to disrupt illegal redistribution
- Valuable data insights about IPTV pirate networks to support beIN's overall enforcement and anti-piracy activities

NAGRA KUDELSKI PORTFOLIO SPOTLIGHT:

CLIENT



COUNTRY

**MIDDLE EAST AND
NORTH AFRICA
(MENA)**

SOLUTION

NAGRA NexGuard
Forensic Watermarking
and Anti-Piracy Services



Adding NAGRA Watermarking solutions to beIN's array of anti-piracy tools and solutions has been a key component of the company's content security and anti-piracy strategy, to reduce and prevent re-streaming piracy on both our DTH and OTT platforms."

- Guillaume Forbin,
Director of Technical Content Security,
beIN MEDIA GROUP

VALUE DELIVERED

SUPPORTING GROWTH

For a leading sports broadcaster such as beIN SPORTS, ensuring their content is not distributed illegally is crucial to maintaining brand value in the region and globally. By leveraging NAGRA's complete range of forensic watermarking solutions, beIN is better equipped to monitor illegal activities and enable new subscriber growth by disrupting pirate services.

PROACTIVE STRATEGY

beIN SPORTS now has a comprehensive anti-piracy strategy that can take focused actions, utilizing a suite of tools from NAGRA. The innovative solutions include forensic watermarking technologies that beIN uses across all their platforms and distribution channels and valuable data insight from NAGRA Anti-Piracy Services.

SCALABLE ANTI-PIRACY SOLUTION

As beIN delivers content to a broader audience, NAGRA Anti-Piracy Services will organically scale as the global content audience increases across traditional satellite and new OTT platforms.

