

ZEE5 OPTIMIZES BUSINESS OPERATIONS WITH OTT STREAMING SECURITY FRAMEWORK INCLUDING ANALYTICS

Zee5, India's and Bharat's largest home-grown video streaming platform, and with more than 100 million monthly active subscribers, has selected NAGRA's OTT Streaming Security Framework including Security Analytics to protect its content and optimize business decisions.

Opportunity: As Zee5 sought to find an alternative but holistic provider for their existing multi-DRM solution, they required a system that could easily scale when needed to address peak times of high-volume content delivery and provide better business insights and decision-making capabilities.

Collaboration: As a result of an extensive evaluation, Zee5 selected NAGRA's Active Streaming Protection SaaS to deliver a comprehensive content and service protection offering that meets their demand. Thanks to the highly scalable and unique cloud-based toolkit approach, Zee5 has the ability to select the solutions and services needed to address specific challenges while providing the framework and options for future opportunities and expansion.

The NAGRA solution also delivers a layer of security analytics and data-fuelled intelligence reporting to help identify threats, and spot trends or patterns. This empowers Zee5 to sharpen their business decision-making, improve threat detection and address illicit content sharing, while also passing the intelligence to its streaming partners.

Benefits:

- Confidence that the Zee5 OTT service can rely on a comprehensive security framework for their current and future security needs.
- Peace of mind that quality of service can scale in step with the Zee5 growth plan.
- Optimize business decision-making, and ability to better act upon illicit content leaks and service fraud.

NAGRA KUDELSKI PORTFOLIO SPOTLIGHT:

CLIENT



COUNTRY

India

SOLUTION

ACTIVE
STREAMING
PROTECTION



We set out to find an alternative provider for our existing multi-DRM solution and NAGRA exceeded our expectations in terms of their capabilities and feature set. After carrying out an extensive benchmark of the DRM Landscape, we zeroed in on NAGRA based on their scalability, improved security analytics, and most of all the responsiveness of their team. It sets us up well for our growth plans as we onboard more premium content and live sports”

- **Kishore AK,**
Chief Technology Officer,
Zee5

VALUE DELIVERED

BEST IN CLASS SECURITY

As Zee5 expand their offering with more premium content and live sports both globally and locally, they sought a trusted solution provider that would deliver best-of-class security for streaming. By selecting NAGRA's Active Streaming Protection, Zee5 can be confident in the level of security protecting its OTT services, on any consumer devices.

SCALABLE SOLUTION

With more than 100 million active users per month and an extensive range of content, Zee5 required a system that could easily scale when needed. Thanks to its unique modular and scalable approach, NAGRA's Active Streaming Protection will provide Zee5 with the ability to select the solutions and services needed to address specific challenges while providing the framework and options for future opportunities and expansion.

BUSINESS DRIVEN INSIGHTS

The NAGRA solution delivers a layer of data-fuelled intelligence and reporting to help identify threats and empower Zee5 to make the best business decisions possible. This will also enable Zee5 to spot trends and patterns that are key to running a secure offering and improve the detection of threats and address illicit content sharing.