

# DELUXE PROTECTS CONTENT WORKFLOWS FOR CREATORS GLOBALLY

## From pre-release to streaming, the world's leading content creators rely on Deluxe

Deluxe utilizes NAGRA NexGuard forensic watermarking solutions to help content owners, rights holders, and distributors protect high-value content and media assets throughout their entire lifecycle.

**Opportunity:** As the world's leading multidisciplinary service provider, Deluxe underpins the media and entertainment industry, servicing content creators and distributors by providing Global Content Distribution, Localization, Accessibility, and Mastering while leading end-to-end innovation with unparalleled scale and agility across the Streaming, Theatrical, Broadcast and Mobile landscapes.

**Collaboration:** Cutting-edge NAGRA NexGuard forensic watermarking solutions allow Deluxe to address client needs with agility and adaptability, creating customized solutions for screening secure content. NexGuard technology is the force behind Deluxe's secure content distribution services for pre-release episodic features and localization proxies. The NexGuard Detection Service also powers forensic investigations for Deluxe, Hollywood Studios, and original content owners. And, NexGuard Streaming for server-side watermarking at the CDN Edge enables Deluxe to protect VOD streaming and pre-release content distributed via the Cloud.

### Benefits:

- Combat leaks through the application of watermarking technology optimized for the best robustness and imperceptibility, helping to prevent pre-release content theft.
- Transcoder software plug-in capabilities allowing Deluxe to implement accountability, providing a strong deterrent against downstream leaks and contributing to digital premium content's end-to-end protection.
- Detection service provides Deluxe with a rapid anti-piracy response across files or streams with automated detection, ensuring fast actions by the Hollywood Studios and premium content owners.
- Dynamic deployment protects content delivered across multiple resolutions without impacting the viewer experience.

## NAGRA KUDELSKI PORTFOLIO SPOTLIGHT:

### CLIENT



### COUNTRY



### SOLUTION

NAGRA NexGuard  
Forensic Watermarking



NAGRA is a critical partner in our mission to help clients succeed in the new era of global entertainment and consumer engagement. Their partnership enables our offices around the world and cloud operations to provide unparalleled content and service protection.”

- Anna Lee,  
Chief Strategy Officer,  
Deluxe Media Inc.

## VALUE DELIVERED

### AGILITY AND ADAPTABILITY

Change is the one constant in the entertainment industry. With processes for creation, processing, distribution, and consumption evolving, NAGRA NexGuard applications help Deluxe navigate with agility and adaptability. NAGRA NexGuard solutions are designed to work both stand-alone or in concert with services such as Telestream, Colorfront, and Hybrik to provide flexible content and editing solutions. This flexibility allows Deluxe offices across the globe to deliver customized solutions to enable business transformation.

### SECURING A CONNECTED CLIENT ECOSYSTEM

NAGRA NexGuard applications play a critical role in Deluxe's connected client ecosystem, particularly in the pre-release content workflow process. Managing content across workflows can be complicated, given a disconnected marketplace with multiple touchpoints. NAGRA helps prevent any leak from insiders, studios, and content owners through the application of NexGuard audio and video forensic watermarking, allowing Deluxe to trace any leak back to the specific department or third party that was responsible for leaking the content. This traceability provides a strong deterrent against leaking.

### DRIVING INVESTIGATION AND ACTION

NAGRA NexGuard Detection Service provides Deluxe convenient and rapid detection in a cloud-based solution that supports blind detection of forensic watermarks without requiring reference to the original content. If piracy is detected, Deluxe must be able to extract the forensic watermark from the pirated content to allow either legal action or relevant countermeasures. With quick detection time and 24/7 Service Monitoring, Deluxe can provide added assurance to clients should any piracy occur.