NAGRA
KUDELSKI

ACTIVE STREAMING PROTECTION

VODAFONE TV ROLLS OUT GLOBALLY AND SECURELY

Move to the cloud drives rapid rollout of Vodafone TV to operating companies around the globe

Vodafone, one of the largest operators in the world, selected NAGRA to support the launch and global rollout of their new Vodafone TV service.

Opportunity: Vodafone was looking to deploy a cloud-based television platform, that would blend different sources into a single platform. They also wanted to centrally manage all of their security needs; including those that extend beyond traditional content protection.

Collaboration: NAGRA is proud to be a core Vodafone TV partner with responsibility for securing the Vodafone TV solution. This is achieved using NAGRA multi-DRM and NAGRA cardless solutions to secure content on streaming devices and the set-top box. In addition, other advanced components from the NAGRA Active Streaming Protection framework, such as session management and device authentication work together to provide a more integrated and robust security approach.

Benefits:

- Centrally managed security for all OpCo deployments – delivering operational and economic benefits
- Enables advanced security that extends beyond multi-DRM to authenticate devices and manage session management across all device types to protect the service from illicit use
- Scalable security platform that enables a fast time to market for new OpCo deployments and security innovations
- Modular design which enables additional tools to be deployed to strengthen against illegal streaming and content sharing.

NAGRA KUDELSKI PORTFOLIO SPOTLIGHT:

CLIENT	vodafone
COUNTRY	**GLOBAL**
SOLUTION	ACTIVE STREAMING PROTECTION

"

NAGRA, our incumbent and also future security provider, went with us through a transformation from on-premises into the cloud in a giant effort that paid off massively, for us, but also for NAGRA; it's a very future-proof solution."

- Wolfgang Zeller,
Head of Video Center Excellence,
Vodafone

VALUE DELIVERED

BEYOND CONTENT SECURITY

NAGRA multi-DRM and cardless solutions provide Hollywood-grade security for both streaming devices and set-top boxes. However, with multiple threats coming from open devices, additional security tools are required for maximum protection. Thanks to the NAGRA Active Streaming Protection framework, Vodafone can secure their service and devices through advanced options such as session management and device authentication. These work together to provide a more integrated and robust security approach that goes beyond just content security. This allows Vodafone to dynamically adapt their service offering and react in the case of illicit usage.

CENTRALIZED OPERATIONS

With Vodafone TV opting for a cloud-based deployment model, they have ensured that subscribers from multiple markets in different geographies, access a single solution. With central management and control, operational teams can holistically scan for service-affecting threats and react accordingly for all OpCos. This approach securely offers multiple sources of content through OTT or DTH, via a Vodafone branded service. Offering subscribers a seamless user experience, the service provides access to Vodafone's content catalogue of live TV and video on demand alongside those of Netflix, HBO, and Amazon Prime Video.

BUILT FOR THE FUTURE

The NAGRA security solution, enables Vodafone to rapidly rollout new security-based innovations to subscribers. Such innovations could include forensic watermarking, additional app security or tools to address credential sharing. As tools are added, additional insight is delivered to a centralized analytics function that provides an end-to-end view of the security threat landscape. This approach enables Vodafone to grow their TV service with confidence knowing that their security solution is able to adapt to the demands of a highly dynamic market.