

# TRACE ILLICIT DISTRIBUTION ON PRE-RELEASE GAMING CONTENT

## Technology aids with fast, efficient detection of digital content leaks

Gaming studios take security measures ahead of launching new titles and game updates with NexGuard Transcoder Plugin.

**Opportunity:** When releasing new gaming titles to the market, streaming platforms and influencers are essential to the launch. Marketing strategies require a solution that enables the secure distribution of pre-launch footage to influencers for upcoming games. There are risks to this valuable advertising channel, as any leaks can interfere with planned marketing activities and negatively impact other fans' experience waiting for the new game's release.

**Collaboration:** NAGRA NexGuard Transcoder Plugin enables leading gaming studios to protect content, enforcing the embargo of highly confidential pre-release trailers and features for upcoming game releases. NAGRA is the world leader in forensic watermarking solutions across the media and entertainment industry. NAGRA technology provides gaming studios with a solution that allows any leaks of the game's pre-release short-form content to be traced - even if the footage has been edited.

### Benefits:

- Protect and securely deliver upcoming game trailers and features.
- Detect the source of any leaks of the pre-release content that has been shared ahead-of-launch with authorized recipients.
- Prevent the undermining of extensive and costly studio marketing activities and preserve the fan experience with scalable and fast detection of unauthorized distribution.
- Allow influencers to edit short-form pre-release gaming content still while preserving the watermark.

## NAGRA KUDELSKI PORTFOLIO SPOTLIGHT:

**CLIENT** Gaming Studios

**COUNTRY** GLOBAL

**SOLUTION** NexGuard  
Transcoder Plugin



Using NAGRA's watermarking solution gives us the confidence to issue pre-release content to our collaborators in a way that protects our interests yet allows them maximum creativity through which to promote our new titles."

- Gaming Industry Executive

## VALUE DELIVERED

### SECURELY CREATE EXCITEMENT

As the gaming industry launches new titles, influencers and streaming platforms are a significant part of the launch. Partnering with creative gamers provides crucial exposure in a crowded landscape, meaning referrals and third-party promotion are essential to driving new title appeal. Sharing gaming footage under embargo before the official release drives traction on upcoming game releases and energizes the community of content creators and fans. NAGRA NexGuard Transcoder Plugin ensures this excitement is retained, with no impact on quality for all the gaming stakeholders while allowing full traceability of pre-release content.

### DISTRIBUTION WITH TRACEABILITY

Forensic watermarking is a powerful tool to trace pre-release content leaks back to a company or individual. Content creators, including influencers can watch and edit pre-release gaming footage and then create their own reaction videos while unseen, NAGRA NexGuard Transcoder Plugin ensures full traceability. Moreover, the inclusion of the watermarking technology provides gaming studios with the confidence to distribute content ahead of launch so they can generate the all-important advocacy buzz.

### MAXIMIZE EXPOSURE WHILE MINIMIZING RISK

As the level of investment in new gaming releases increases, NAGRA NexGuard solutions provide a strong deterrent against leaks while securing maximum exposure for upcoming releases. You can count on our extensive experience and a portfolio of cutting-edge forensic watermarking applications to protect your content imperceptibly and robustly against severe degradations and attacks.