

# Helping Telcos Around the World Transform

ENABLING A NEW WAVE OF SUBSCRIBER SERVICES

Content Security | Content Aggregation | Home Network Security

*Proud to power Vodafone TV  
with NAGRA as strategic Content Security Partner*

Learn more [here](#)



## TELCO TRANSFORMATION:

### Ensuring Consumers Have Ubiquity Of Access While Preventing Illicit Use

The digital home has long been a canvas onto which telecommunications providers can paint their consumer proposition. With broadband at its core, propositions also feature a comprehensive media and entertainment offering that's designed to offer content via multiple devices and profiles through a personalized and operator branded experience. However, given the pace of change in the industry, such providers are having to quickly react to new industry dynamics.

The need to react has been accelerated by the fragmentation of the content landscape as content owners who previously licensed content to third parties now offer content through direct-to-consumer offerings (e.g. Disney+, Paramount+ etc.). This has accelerated the digital transformation of the industry's traditional players and has forced those who have previously licensed and aggregated content, to move to a different model to stay competitive. The new aggregation model seeks to keep the operator brand relevant to the proposition whilst offering aggregated digital entertainment content that extends beyond video. These services are often delivered via Android TV set-top boxes and can include third-party streaming solutions (including carrier billing where permitted), games and music.

For operators who have a set-top box as part of their offering, they are able to rely on hardware security to protect their

sizable content investments – such as premium sports. NAGRA has helped its customers achieve this via its cardless solution for Android TV. Once an operator's device portfolio extends to streaming devices, advanced security tools that include multi-DRM are provided alongside a broader security strategy to mitigate against illicit use which can be more prevalent with software-based security.

For Vodafone, NAGRA is proud to secure the Vodafone TV solution across multiple types of devices. This is achieved not only via **NAGRA Multi-DRM** and cardless solutions to secure the content on both streaming devices and set-top boxes, but also through other advanced components from the **NAGRA Active Streaming Protection** framework - such as session management and device authentication. This offers a combination of different solutions and features that work together to provide a more integrated and robust security approach.

With this approach, NAGRA helps Vodafone to support over 5 million Vodafone TV customers on a daily basis and looks forward to working with Vodafone further as they continue to rollout Vodafone TV around the world.

For more information, [contact us](#).