

# Tivù Srl Secures Premium Content – Extending Reach and Delivering Optimized Quality of Service

CLIENT



COUNTRY Italy

SOLUTION Broadcast Security – Cardless Solution

## Tivù Srl extends service lineup to bring customers NAGRA secured DAZN Sports content

**Opportunity:** Founded in 2008, Tivù Srl has operated with the dual purpose of promoting digital terrestrial television in Italy and launching tivùsat, the first Italian FTA digital satellite platform able to reach all the Italian territory, including those areas not covered by the terrestrial TV signal. They sought to enhance content choice for viewers by offering the DAZN Live Sports channel, “Zona DAZN,” and required comprehensive content protection given the content’s value.

**Collaboration:** With NAGRA smartcard solutions already deployed at tivùsat, it was a natural extension to utilize new cardless solutions, designed to secure premium content investments. NAGRA Cardless provides security without compromise in a software-based solution. It can leverage NAGRA NOCS (NAGRA on-chip security) or chipset Trusted Execution Environments (TEEs). Available to Tivù Srl end- users with a set-top box or conditional access module (CAM), DAZN subscribers simply activate the service to watch a wide range of premium sport content delivered with a high quality of service.

### Benefits:

- Powerful protection against theft with smartly designed security so the time it takes to bypass it outweighs any benefit a pirate would gain.
- Built-in renewability and countermeasures, including protection against control word sharing (CWS).
- Security is enhanced with watermarking that protects content – from capture and production through distribution.
- End-to-end security architecture is both scalable and adaptive to all pay-TV business models.
- Meets MovieLab’s requirements for enhanced content protection for the distribution of 4K/HDR or early-release content.



We’re excited to bring our end- users all of the action on the “Zona DAZN” channel from the start of the new football season. Our long-term relationship with NAGRA means we’re able to bring this content to our end- users safe in the knowledge that it is secured by best-of- breed NAGRA cardless technology.”

**Alberto Sigismondi**  
President, Tivù Srl

## Value Delivered



### Secure, Flexible, and Cost-Effective

Our offerings address the industry’s need for a flexible cardless security solution that is purpose-built for an open ecosystem that can help drive business transformation. NAGRA cardless security is trusted by leading operators and approved by all major content providers – for both the level of protection it provides and compatibility with evolving business models. In partnership with NAGRA, Tivù Srl can now bring new premium sports content from DAZN to their end-users in the most secure way possible.



### Rapid Deployment

NAGRA’s end-to-end security architecture is scalable and adaptive to all video streaming and broadcast business models. And our Fast-Track program focuses on pre-integration with all our strategic partners to shorten time-to-market and simplify the deployment of new devices. This is achieved by integrating NAGRA cardless solutions with SoCs (system-on-a-chip) and set-top box vendor reference design.



### Industry Proven

NAGRA cardless solutions are widely deployed and integrated into more than 500 different chipsets and more than 30 partners globally, giving providers more freedom of choice when selecting the chipset and set-top box that best meets their specific needs. Leading and top-tier operators worldwide have relied on 30 years of NAGRA innovation to deploy over 50 million cardless devices and secure over 25 million subscribers worldwide.

