

NEXGUARD PAY-TV

Protect Premium Video-On-Demand & Live Sports from Piracy



Content owners and pay-TV operators face a growing piracy problem where content can be promoted, distributed, and illegally streamed over the internet.

In particular, premium video-on-demand (VOD) and live sports services face this challenge.

Critical to fighting commercial piracy is the ability to determine the source of a content leak quickly and efficiently, so that appropriate anti-piracy action can be taken.



Solution Benefits

- 1 **Robust Protection:** Imperceptible video watermark protects against ripping, scaling, and transcoding, enabling traceability to the original subscriber account.
- 2 **Dynamic Deployment:** Protect content across a wide range of devices, including legacy HD, 4K/UHD, and HDR. Over-the-Air (OTA) software update capabilities to an existing deployment of set-top boxes, avoiding the need for a costly replacement program.
- 3 **Broad Flexibility:** Protect content across all output interfaces (analog & digital). Apply protection to content from any video source (broadcast, VOD, OTT).
- 4 **Perfectly Combined:** Supported by the cloud-based NexGuard Detection Service provides automated, fast, blind detection of NexGuard forensic watermarks from video acquired by anti-piracy services.

NEXGUARD PAY-TV IN STB Key Piracy Fighting Use Cases

Premium Vod – Comply With Enhanced Content Protection

NexGuard solutions provide forensic watermarking protection for early release and 4K UHD/HDR content, helping pay-TV operators meet the MovieLabs enhanced content protection specification and the Hollywood studios' requirements.

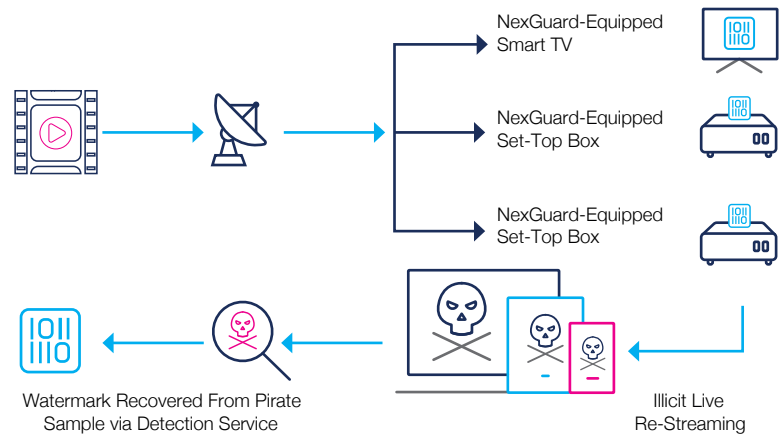
Live Sports – Actively Fight Against Illicit Content Sharing

Live sports events are among the most valuable premium content. To protect their business model, pay-TV operators need to actively fight against illicit content streaming by identifying the sources and shutting it down quickly. NexGuard forensic watermarking solutions are optimized to enable an automated

Protect Valuable Content - Vod & Live Sports

Key Features:

- Imperceptible video watermark uniquely identifying each subscriber account
- Simplified deployment through pre-integration with key chipset partners
- Over-the-Air (OTA) software update capability to STBs
- Content protection across all output interfaces
- No video preparation required at the operator's head-end



GLOBAL PAY-TV LEADER, \$1B REVENUES, LONG-TERM STABILITY

Who We Are

Successful Projects

500+

TV PROVIDERS GLOBALLY

Focused on helping solution providers increase monetization and consumer reach through comprehensive security solutions.

Satisfied clients

500M

PROTECTED DEVICES DAILY

Customer-focused. Delivering solutions as a service to optimize time to market and reduce operational overheads.

Customer Protection

4000+

PATENT PORTFOLIO

Robust IP protection with over 500 patents attributable to a wide range of innovative technology solutions.

Fully Charged and Ready

The Kudelski Group has a corporate history in the secure content, secure device and cybersecurity industries, and is one of the very few Amazon Authorized Security Test Labs in the world. If you'd like to learn more, experience NAGRA Scout yourself, or discuss further how it can add value to your broadband offering please Contact us. We look forward to continuing the conversation with you.