

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

- ✔ **Robust Protection:** Imperceptible video watermark protects against ripping, scaling, and transcoding, enabling traceability to the original subscriber account.
- ✔ **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.
- ✔ **Broad Flexibility:** Protect content across all output interfaces (analog & digital). Apply protection to content from any video source (broadcast, VOD, OTT).
- ✔ **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 technology is deployed by leading pay-TV operators around the world to millions of STBs.

NexGuard Pay-TV in STB



Key Piracy Fighting Use Cases

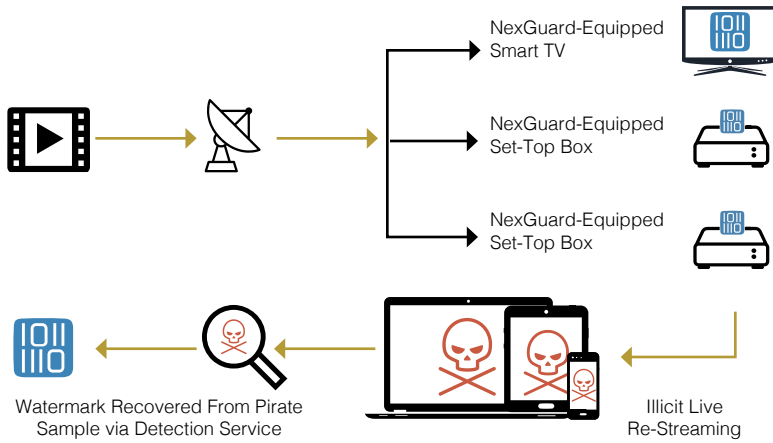
▲ PREMIUM VOD – COMPLY WITH ENHANCED CONTENT PROTECTION

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 process with turn-around time of just a few minutes.

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
Secured Devices
Served 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

Consumers are the central focus of all NAGRA Kudelski solutions. Working worldwide with major pay-TV and streaming service providers, we continually incorporate learnings and investment to ensure our solutions are fit-for-purpose to face the demands of today's consumers.

From turnkey applications to custom application development, NAGRA Kudelski is here to support your business needs.

[Contact us](#) to learn more.



NAGRA Kudelski is the world leader in the development and delivery of state-of-the-art technologies to secure the revenues of content owners and service providers for digital television and interactive applications across all network types.