NAGRA
KUDELSKI

PROTECTING LIVE SPORTS CONTENT FROM PIRACY

Live sports events are among the most valuable premium content.

To protect their business model, pay-TV and D2C operators must actively fight against illegal content re-streaming from their legitimate multiscreen service by identifying the sources and shutting them down quickly.

NexGuard QuickMark forensic watermarking solutions are optimized to enable an automated process with a turn-around time of just a few minutes.

SOLUTION BENEFITS

✓ **Robust Protection:** Combat piracy on multiple fronts, including restreaming, re-encoding, compression, fingerprinting removal, and collusion.

✓ **Fast Action:** Shut down leaks of an offending client to stop illicit streaming within minutes.

✓ **Easy Integration & Implementation:** Deploy to any streaming device (Android, iOS, PC, connected TV, game console or, streaming stick). Retrofit solution into an existing service directly as a software update to the App.

✓ **Broad Flexibility:** Protect content across all output interfaces (screen grabbing, HDMI capture). Apply imperceptible video watermark to content from any video source (Linear OTT, PPV, Replay).

✓ **Perfectly Combined:** Supported by the cloud-based NexGuard Detection Service provides automated, fast, blind detection of NexGuard forensic watermarks from pirate video acquired by anti-piracy services.

For over 15 years, major movie studios, content owners, and distributors worldwide have entrusted NexGuard Watermarking technology.
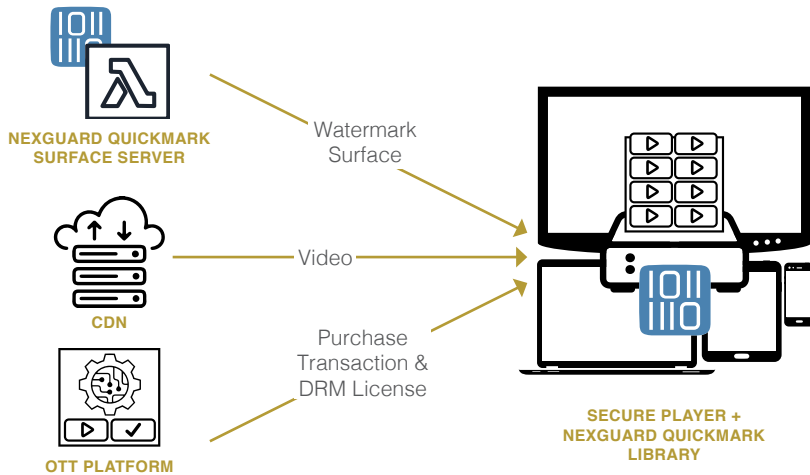
NexGuard QuickMark for OTT

Actively Fight Against Illegal Content Sharing

NexGuard QuickMark is fast, highly scalable and fully automated, meeting the needs of users who require occasional detection or continuous live detection in conjunction with an anti-piracy service.

NexGuard QuickMark is comprised of two client and server components:

▲ QUICKMARK CLIENT LIBRARY – which can be integrated with App on any device (Android, iOS, browser, Smart TV etc.) using a client SDK.

▲ QUICKMARK SURFACE SERVER – a cloud-based service, which provides the forensic watermark surfaces to the QuickMark Client Library.

QUICKLY IDENTIFY PIRACY & SHUT IT DOWN

NEXGUARD QUICKMARK SURFACE SERVER → Watermark Surface

CDN → Video

OTT PLATFORM → Purchase Transaction & DRM License

SECURE PLAYER + NEXGUARD QUICKMARK LIBRARY

Key Features:

- Quick detection times
- Identify the device responsible for leaking your content
- Stand alone software deployment or as-a-service with NAGRA SSP
- Dynamic & secure
- Ability to scale for peak demand

- NAGRA KOP4J/KOP4JS option for App software protection with obfuscation & integrity verification
- No changes to encoders or CDN
- No increased CDN storage costs
- Codec, ABR & DRM agnostic

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

WHO WE ARE

SUCCESSFUL PROJECTS	**SATISFIED CLIENTS**	**CUSTOMER PROTECTION**
500+	**500m**	**4000+**
TV Providers Globally	**Secured Devices Served Daily**	**Patent Portfolio**
Focused on helping solution providers increase monetization and consumer reach through comprehensive security solutions.	Customer-focused. Delivering solutions as a service to optimize time to market and reduce operational overheads.	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

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.

anti-piracy.nagra.com
dtv.nagra.com