

Piracy monitoring and identification

Cyber Attack



Intertrust

ExpressPlay® Anti-Piracy and Watermarking™

ExpressPlay Anti-Piracy and Watermarking service incorporates content protection functionality that includes web piracy monitoring and legal enforcement for linear channels, live events and non-live VOD content. A choice is offered of client-side or server-side watermark insertion further described in the following.

Video distributors have access to a suite of managed services (powered by Friend MTS), based on Advanced Subscriber ID (ASiD) client-side watermarking. The ASiD approach uniquely leverages online piracy monitoring processes based on fingerprinting with watermarking technology that supports fast extraction of payloads in redistributed content. Fast extraction is crucial to allow rapid identification of a content leak and the ability to shut it down as early as possible, especially during a live event.

Server-side watermarking (powered by ContentArmor™) embeds watermarks directly in the encoded and encrypted video bitstream.

Key features and advantages:

- Comprehensive Anti-Piracy Service for linear, live and VOD content
 - Piracy monitoring, identification with legal enforcement options
- Unique online piracy monitoring processes leveraging fingerprinting with watermarking
 - Fast extraction of content payloads enables rapid shutdown of illicit redistribution
- Choice of client-side and server-side watermark insertion
 - Enables optimal forensic watermarking for both live and on-demand content
- Client-side watermarking option
 - Live broadcast and streaming forensic watermark insertion in the receiver devices and extraction services
- Server-side watermarking option
 - A/B forensic watermark insertion in encoded and encrypted content

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Building trust for
the connected world.

Learn more at: expressplay.com/products

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