

ExpressPlay Anti-Piracy and Watermarking

Anti-piracy services for media and entertainment

As consumers increasingly leave legacy TV providers for streaming services, live streaming of sports and other linear content is now mainstream.

In parallel, online piracy continues to rise and is a major problem. The skill and sophistication of today's pirates require a total end-to-end approach to security that goes beyond DRM.

For content providers, it is critical to understand how to protect high-value content and the associated revenue.

The ExpressPlay Anti-Piracy and Watermarking service incorporates content protection that features web piracy monitoring and legal enforcement for linear, live, and VOD content. The approach combines online piracy monitoring using content fingerprinting and watermarking technology that supports fast extraction of payloads in illegally redistributed content.

ExpressPlay Watermarking enables a holistic live and on-demand content protection that allows watermarking-related applications to be managed together with ExpressPlay multi-DRM service. ExpressPlay Watermarking fulfills the requirements of MovieLabs' Enhanced Content Protection (ECP) specification.

Intertrust has partnered with best-of-breed content protection suppliers to extend the multiplatform and end-to-end security envelope beyond DRM:

- ExpressPlay Anti-Piracy and Watermarking (powered by Friend MTS) offers a client-composited watermarking option
- ExpressPlay Watermarking (powered by ContentArmor) offers a server-side watermarking option

Key benefits

Comprehensive anti-piracy service

The anti-piracy service combines content monitoring and legal enforcement with high-performance watermarking, powered by Friend MTS. The monitoring operates at massive scale, protecting linear channels, live events and VOD content, and offers the ability to disable live streaming redistribution rapidly.

Client-composited watermarking

The client-composited watermarking option (powered by Friend MTS) protects all forms of live and VOD services. The Friend MTS Advanced Subscriber ID (ASiD) service combines content monitoring with secure server generated client-composited forensic watermarking. The service secures live sports streaming through fast payload extraction to uniquely identify content restreaming culprits. ASiD is delivered as a managed service with low infrastructure cost and fast deployment to provide a truly effective capability with convenience for operators.

Server-side watermarking

Server-side watermarking (powered by ContentArmor) protects on-demand streaming content, embeds the payloads directly into the encoded and encrypted video bitstream before distribution. The solution supports multiple watermarking profiles to suit the type of content and security requirements per stream. No special player or client is required.

ExpressPlay Anti-Piracy (powered by Friend MTS)

Operators have the option to sign up for monitoring and watermarking services either in combo or separately:

- **Advanced Subscriber ID (ASiD) services**
 - Watermarking embedding for OTT, IPTV, and Broadcast STB platforms
 - Content monitoring, enforcement and watermark extraction for linear channels, live events, and non-live content
- **Monitoring and enforcement services**
 - Without ASiD watermarking
- **ASiD services without monitoring**
 - Watermarking embedding for OTT, IPTV, and Broadcast STB platforms
 - Watermark extraction for linear channels, live events, and non-live content

ExpressPlay Anti-Piracy summary

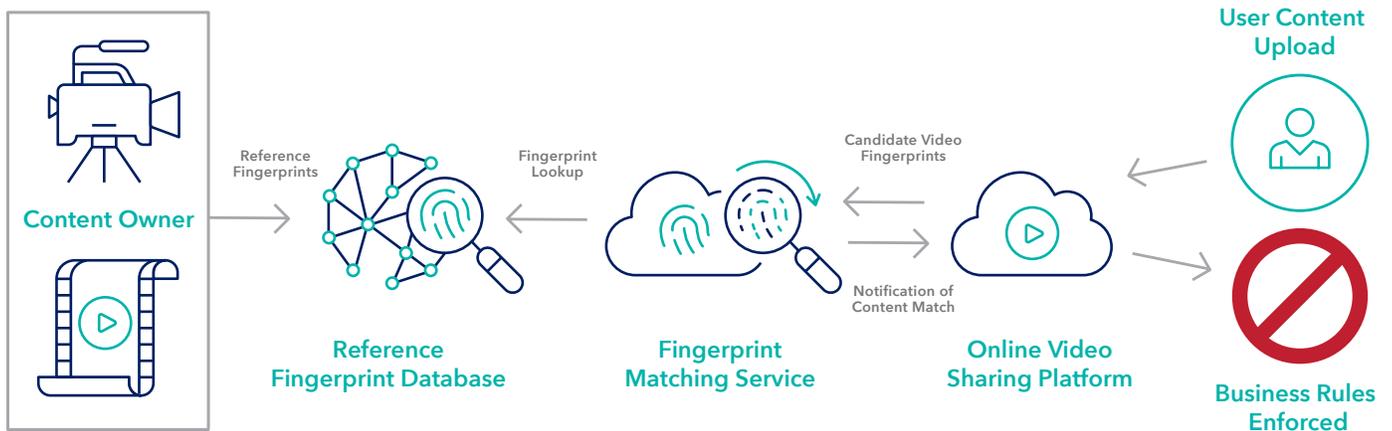
- **Comprehensive anti-piracy service for linear, live, and VOD content**
- **Piracy monitoring, identification with legal enforcement options**
- **Unique online piracy monitoring processes leveraging fingerprinting with watermarking**
 - Fast extraction of content payloads enables rapid shutdown of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

Global Monitoring Service

The Content Identification Service powered by Friend MTS is the right approach for identifying pirated media. It relies on web crawling tools together with digital fingerprinting technology, enabling automatic content recognition

to identify licensed content distributed by an unlicensed source. The service's fingerprinting technology analyzes video content to produce a unique digital signature, or fingerprint.

These fingerprints are transmitted in real time and stored in a vast index. As new video is monitored, it is compared against the index and the appropriate actions are immediately assigned.



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