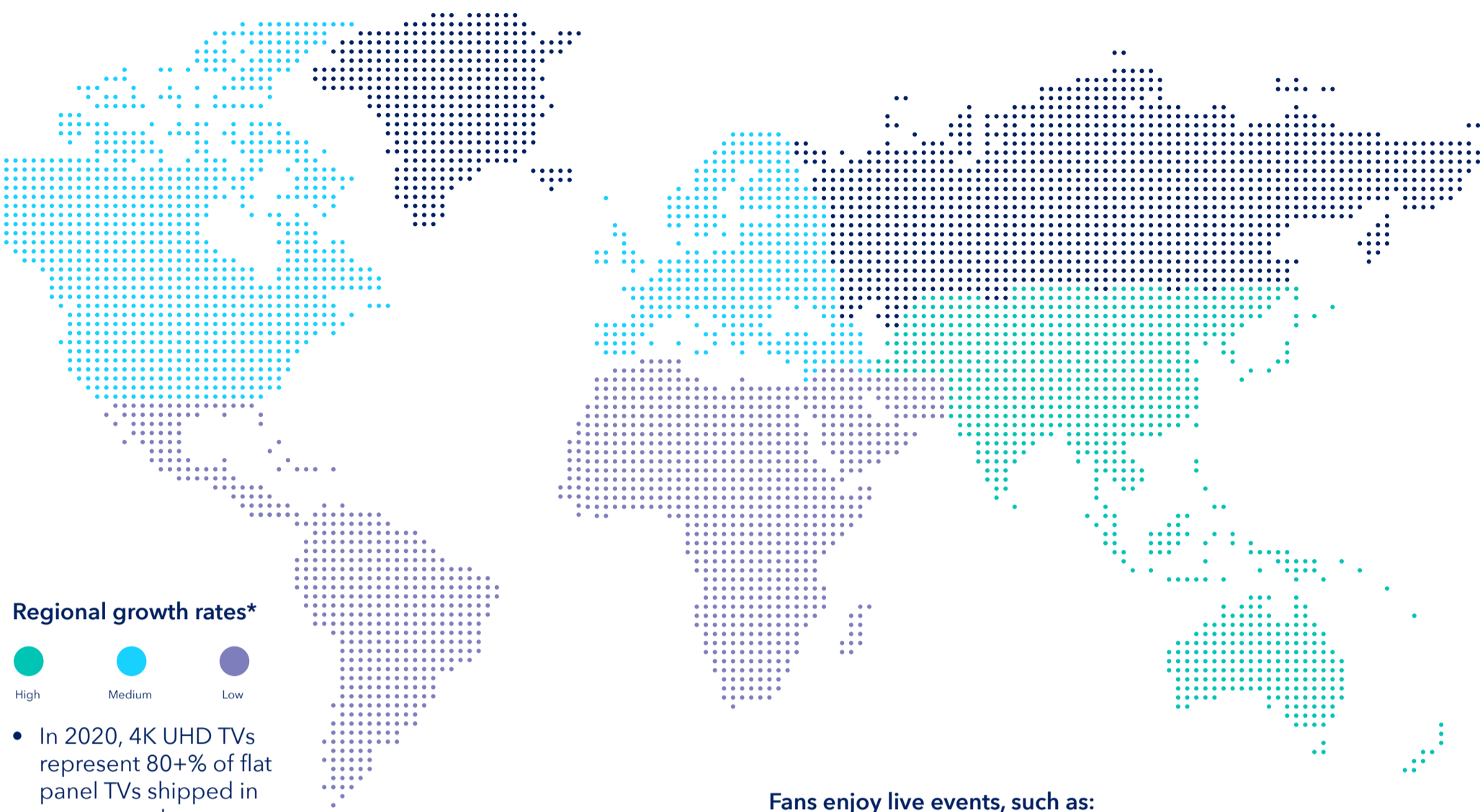


Live sports—the driving force behind live streaming

The role of live sports, UHD/HDR, and sensitivities to latency

Sports is a natural driver of 4K UHD content

Live sports is increasingly streamed in 4K UHD quality to smart/connected TVs
Smart TV market-growth rate by region (2020-2025)



Fans enjoy live events, such as:

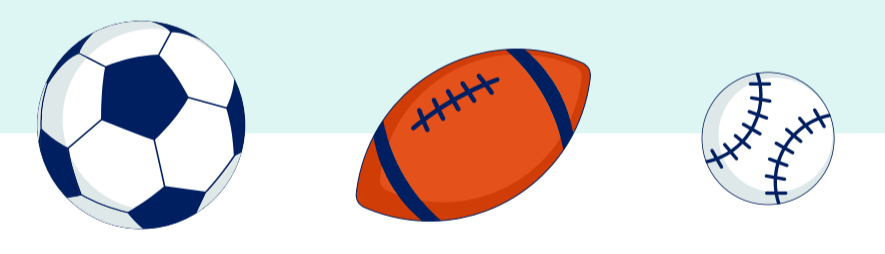


Sports drove live streaming pre Covid-19

Events breaking streaming records

- 2020 Super Bowl
- 2019 Rugby and Cricket World Cups
- 2019 Basketball's March Madness
- 2019 US college football championship, and more.

Despite the pandemic disruption, sports is expected to regain its live-streaming dominance soon.



eSports driving live streaming uptake

eSports digital audience levels on par with traditional sports

- In 2019, per-event viewership averaged 480 million
- 18% increase over the previous year
- 5 billion hours spent watching eSports by viewers worldwide
- Netflix: eSports a bigger source of competition for viewer ship time than any of its SVOD competitors

Source: Advanced Television and Futuresource Consulting Research: eSports Entering Mainstream Consciousness, January 2020



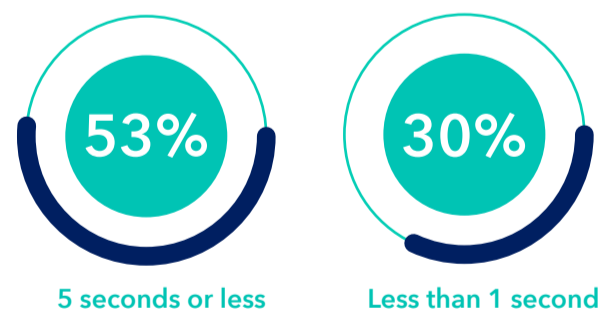
Sensitivities to latency with live streaming

Top concerns most commonly cited by video professionals



Source: Bitmovin, Video Developer Report 2018, September 2018

Latency preferences for live streaming



Source: Bitmovin, Video Developer Report 2019, September 2019

Arm yourself against content theft

A new approach to containing piracy is needed to defend live streaming services:

- Real-time monitoring to identify source of piracy
- Rapid shutdown of illicit re-streaming



The UHD/HDR factor

Premium UHD/HDR¹ streaming services impacts content protection requirements, especially for live sports:

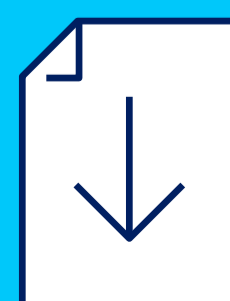
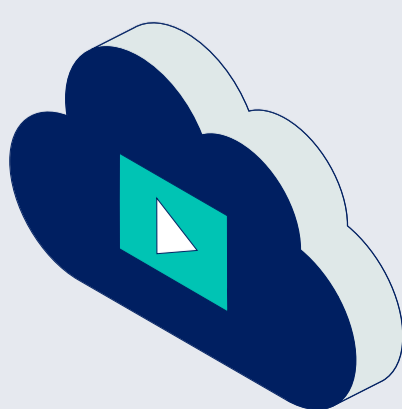
- More than 250 continuous UHD services globally², delivered via OTT, DTH, cable, IPTV, and DTT
- Outpouring of 4K UHD-compatible streaming media players from suppliers like Roku, Amazon and Google
- The biggest force behind 4K UHD content availability are global OTT providers: Netflix, Amazon, etc.
- MovieLabs' Enhanced Content Protection requirements: HW root of Trust, TEE, SVP, and forensic watermarking

1. UHD= Ultra high definition and HDR = High dynamic range <https://ultrahdforum.org/guidelines/>

2. Ultra HD forum, <https://ultrahdforum.org/uhd-service-tracker/>

Protect your live streaming and premium content

Learn the latest in cloud-based multi-DRM content protection and live streaming anti-piracy services.



Download the white paper now