

# Take Control of your Content

## Media Asset Management

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SMART SOLUTIONS FOR THE OTT ERA

# KUDELSKI GROUP ACTIVITIES



## DIGITAL TELEVISION

SECURE  
ENGAGING  
SMART  
TV SOLUTIONS



## IoT SECURITY

SECURE  
IoT  
PLATFORM



## PUBLIC ACCESS

PARKING (#1)  
MOUNTAINS (#1)  
ARENAS  
ATTRACTIONS



## CYBER SECURITY

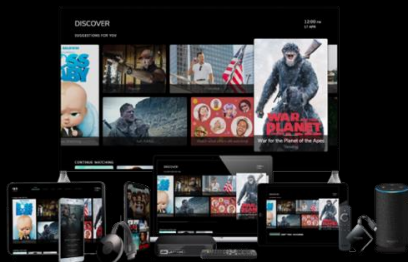
END-TO-END  
ECOSYSTEM  
SECURITY



## Digital Television



Secure, engaging,  
smart TV solutions



## Connecting people to the content they love



Efficient  
Distribution



Consumer  
engagement



Value  
protection



**\$100B**  
enabled revenues



**400M**  
devices



**300M**  
subscribers



**500**  
service providers

# DVnor: A Media Asset Management Service From Nagra



## Our Experience

15 years experience with Media Asset Management for Cinema, Physical & VOD Distribution



## Service Capability

Multi-platform delivery  
Multiple language handling  
Secure content storage



## Service USPs

Consistent high quality  
Quick vendor onboarding  
Scaling through automation



## Content Partners



## Platform Partners



# THE CONTEXT

## Content Explosion and Fragmentation



3.3  
million

# of assets\* across TVOD & SVOD  
services within the EU21  
(\* Film + Episodes)

There is a lot of media to process

Increased consumption appetite

Src: Film and TV content in VOD catalogues – 2019 edition, European Audiovisual Observatory

# A fragmented geographic & language landscape creates opportunities and brings along its challenges

68K

# of unique  
film titles

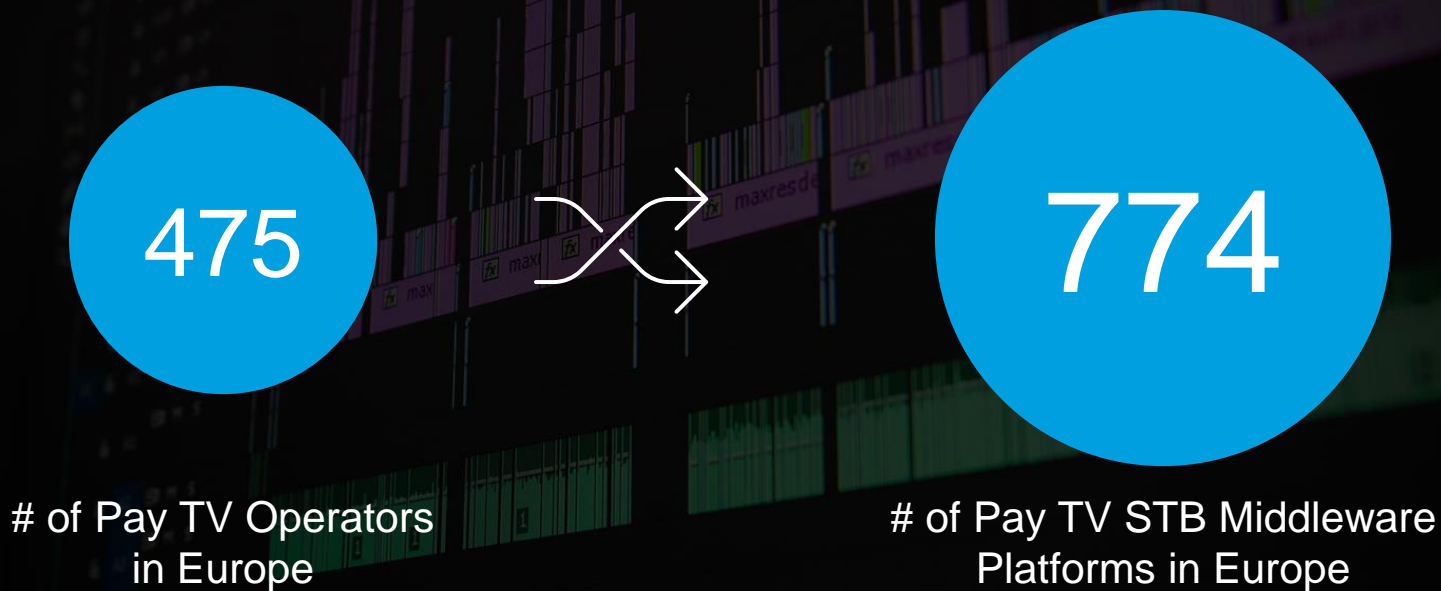


~1 million

# of film titles across  
VOD services

Src: Film and TV content in VOD catalogues – 2019 edition, European Audiovisual Observatory

# The content consumption landscape is complex, divided by technology fragmentation



Src: Dataxis

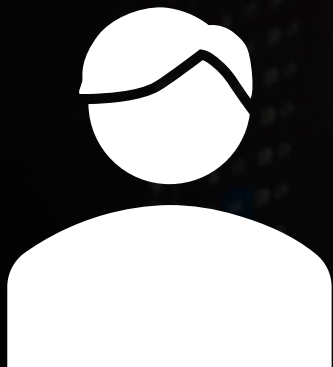


# THE CONTENT PLAYERS

## Addressing Multiple Target Groups



# Content Distributors & Aggregators



Delivering to local & global  
VOD platforms

Seek scale and  
efficiency

# Challenges in distributing titles and catalogues



Multiple stakeholders  
& components



Repeat per  
VOD platform



Error prone

# Ideally! Magical black box to distribute across territories!

Distributors &  
Aggregators



*Upload  
Assets*



# But... “multiple territories” brings localization complexity

Distributors & Aggregators



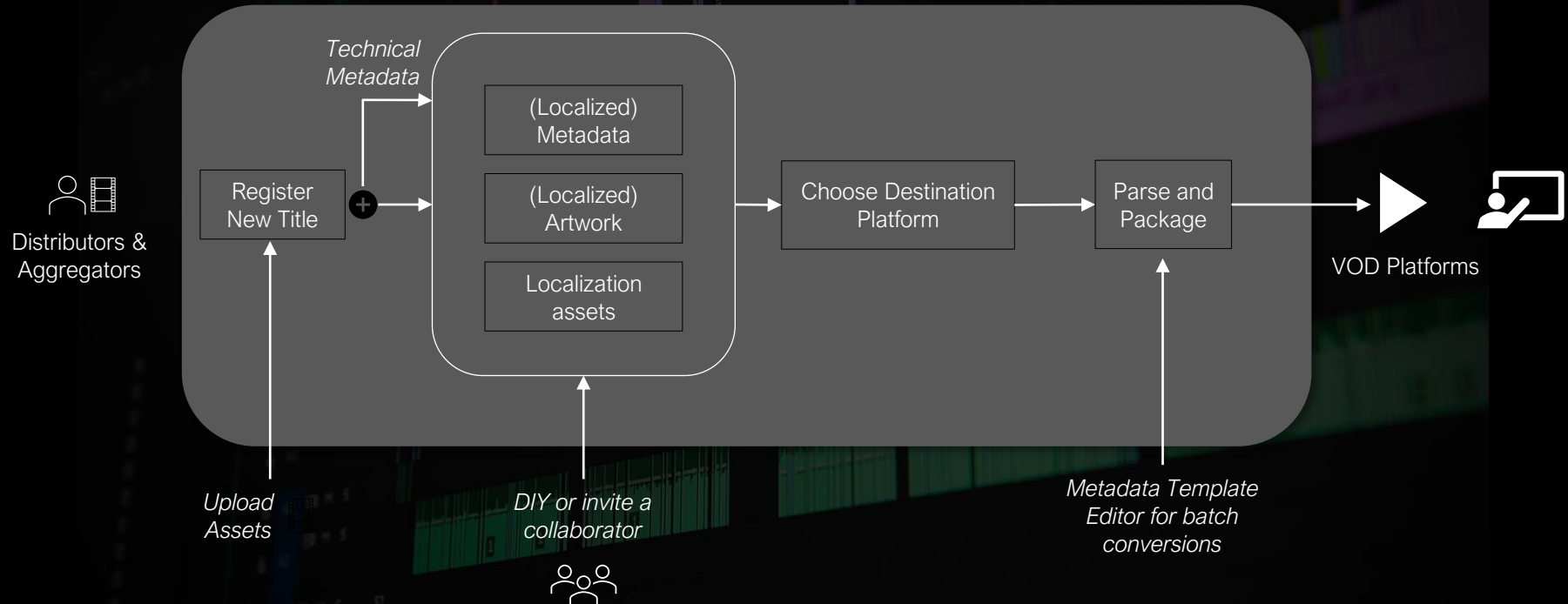
*Upload Assets*

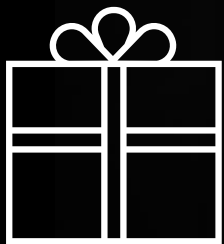


But what about  
localization artwork,  
subs and dubs?



# Current solution involves distributing the workload, thus reducing error rates, yet maintaining control on content flow

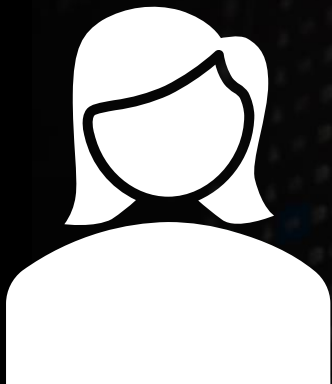




Apply once, use everywhere

Distributed & collaborative working model

Metadata template editors to batch convert



# Content rights owners & Broadcasters

Distribute titles and catalogues to

Pay TV Operator Partners  
across territories



# Challenges in distributing and updating Catalogues



Heterogenous  
Operator Platforms

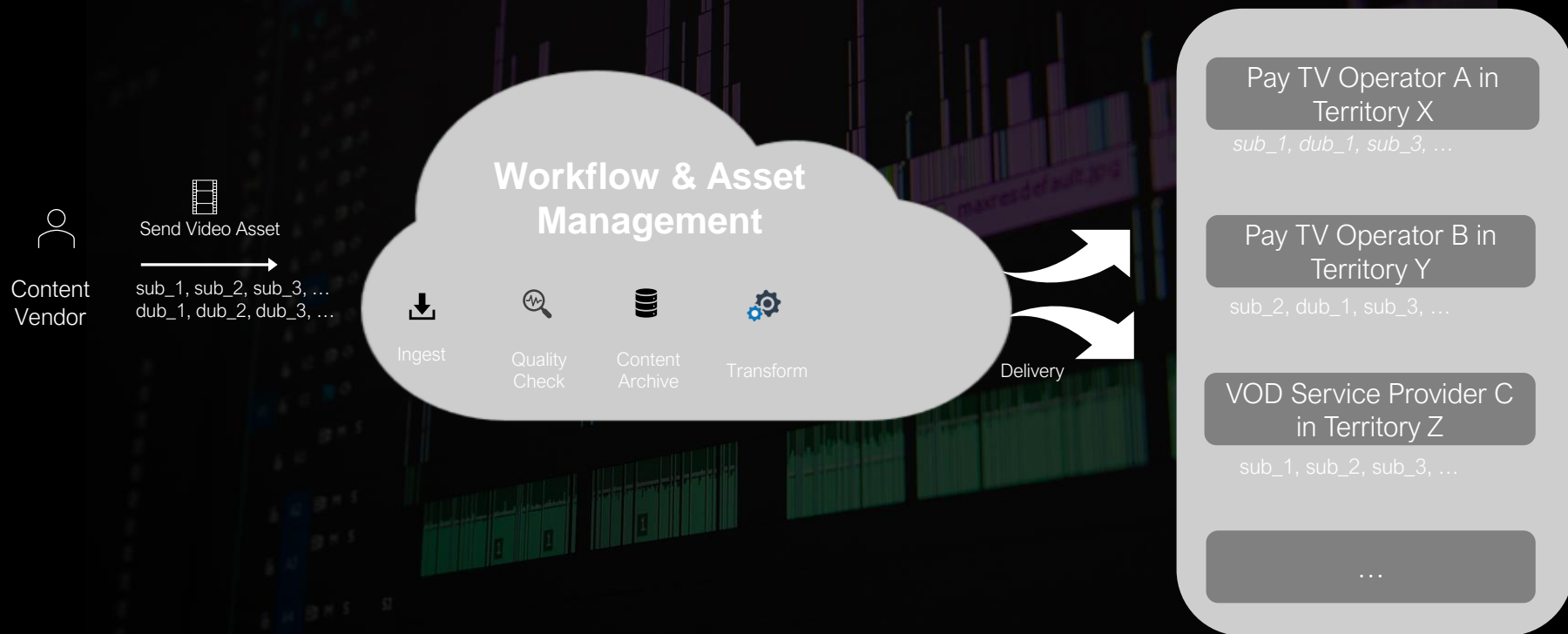


Time consuming  
on-boarding

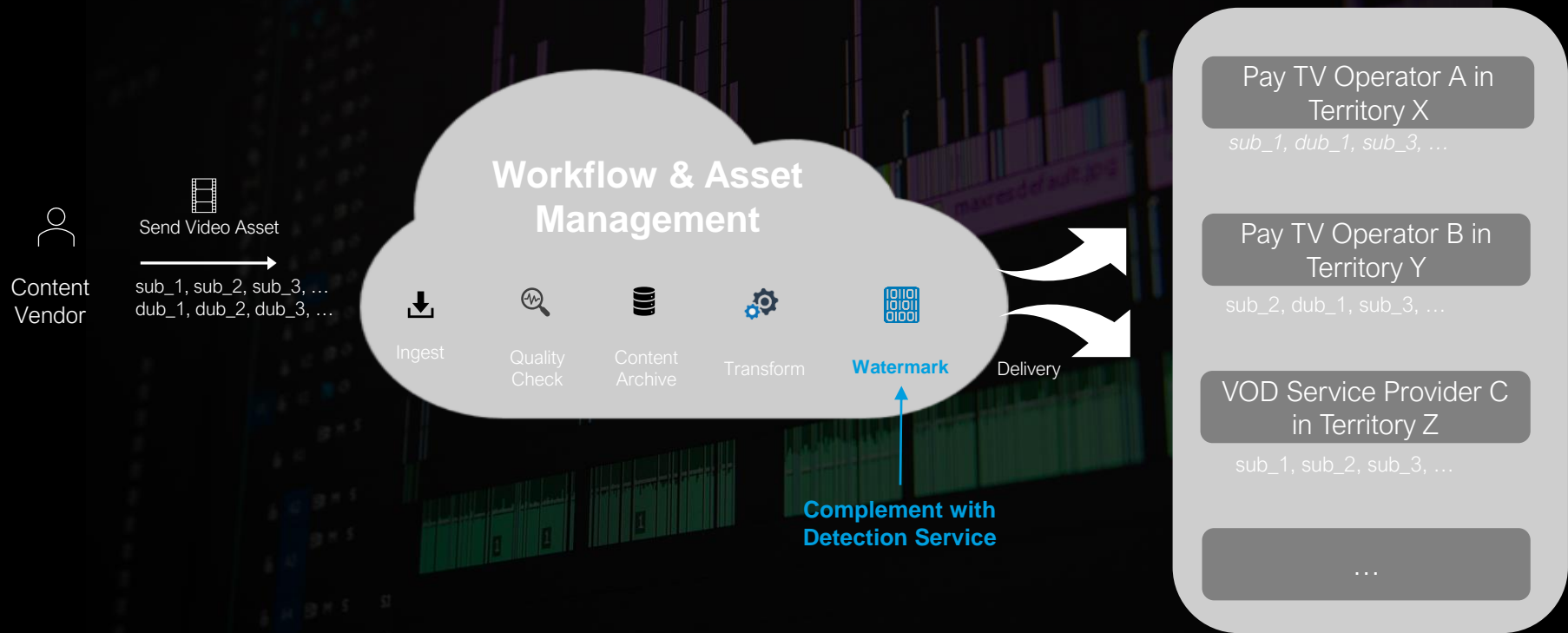


Localization  
adds complexity

# Taking complexity out of multi-territory, multi-language, content preparation through automated workflows



# Distribute and protect the catalogue by watermarking content within the distribution workflow



# IN SUMMARY



# To take control of your content, seek a platform that ...



**Content Distributors  
& Aggregators**

**Leverages Principle of Apply-  
Once-Use-Everywhere**

**Facilitates a collaborative  
approach**



**Content Rights Owners  
& Broadcasters**

**Optimizes multi-language  
catalogue distribution**

**Enables catalogue protection  
after distribution**

## A Media Asset Management Service that delivers

- ✓ Synergies in content distribution and protection
- ✓ Scale through access to major VOD platforms
- ✓ Shorten time to market for your expansion plans



## TAKE CONTROL OF YOUR CONTENT



[dtv.nagra.COM / media-asset-management](https://dtv.nagra.COM/media-asset-management)



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