



Collaborative Content Protection Strategies for the Global Media Industry

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Friend MTS 
Protecting content + revenue



Consumption of Content is Increasing

- Revenues for the pay VOD industry, especially SVOD services, have skyrocketed in the last decade from €388.8 million in 2010 to €11.6 billion in 2020¹
- Number of global SVOD subscriptions expected to reach 1.5 billion in the next 5 years²
- Illegal retransmission of live sports is growing, with billions lost for rights holders – EU Parliament voted last month to introduce new legislation to protect sports right holders

Piracy Landscape

- **Piracy is a huge business**
- More than 17% of worldwide video streaming users access content illegally¹
- Content owners, rights holders and distributors stand to **lose potentially billions of dollars in revenue** – every year.
 - Subscriber and affiliate license fees loss
 - Advertising revenue loss
 - On Demand revenue loss
- **Staying ahead of the game** in an ever-changing media landscape is even more important now than ever

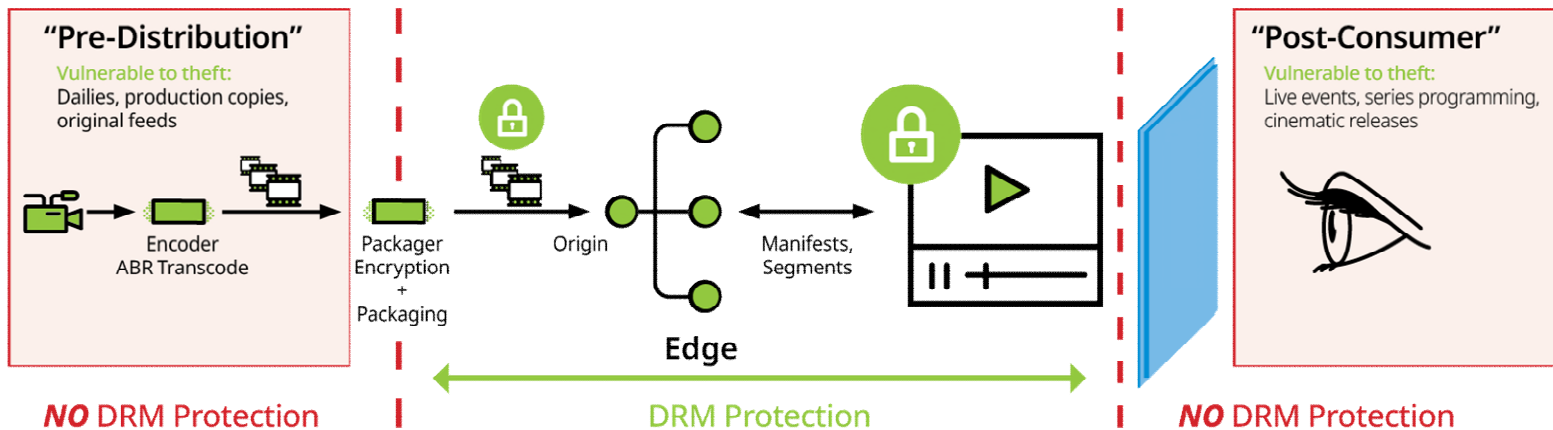




Pirates will always choose the **cheapest**, **easiest to capture** and **most scalable** service to source from.

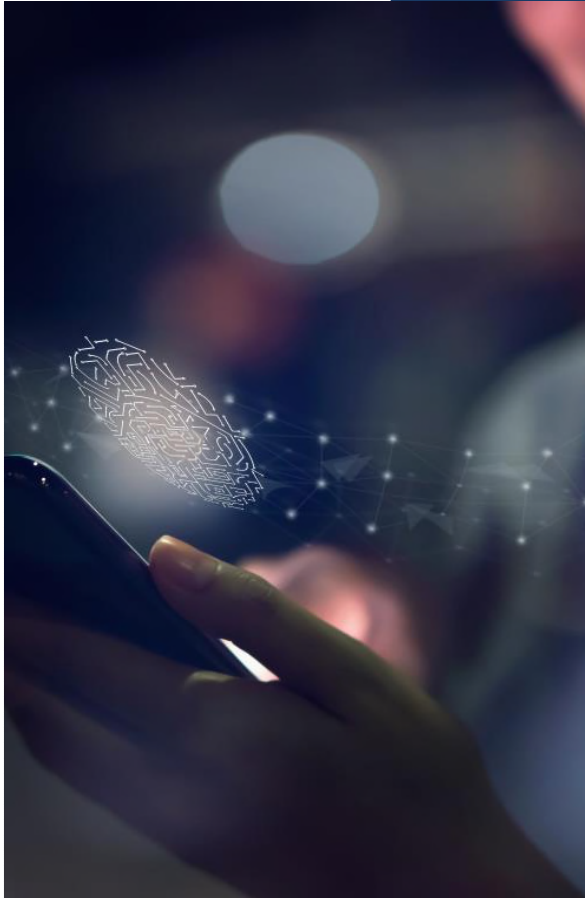


How do we combat piracy?



A First Step: Digital Rights Management (DRM)

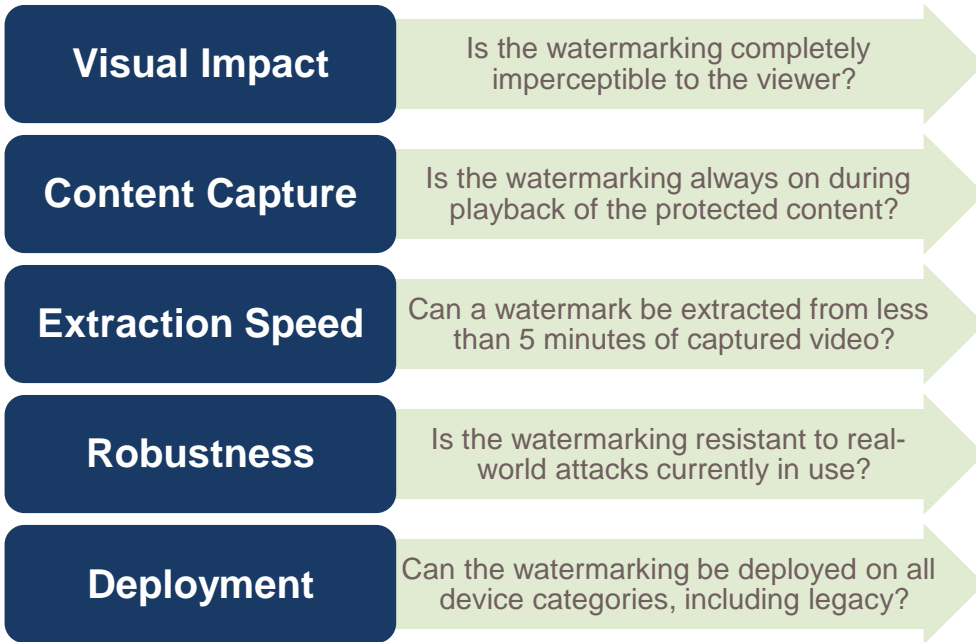
- **Basic (and necessary) component** of audio and video OTT / streaming services used to secure delivery of media via the open Internet
- Enables pay TV providers to **protect the services delivered** as MPEG transport streams to conventional set-top boxes and as IP-streaming services to every other screen
- Required first step for content protection, but **only effective up to the point of consumption**



DRM + Watermarking

- To protect content in the post-consumer environment, **advanced subscriber-level watermarking**, combined with monitoring, is necessary
- Can **embed a watermark with information** into the video itself
 - At the origin, in the CDN during distribution or within the device
 - Can contain generic information about where it came from, plus the device IP address, session details, subscriber identifier, etc.
- Pirates try to avoid detection by attacking watermarks, so they are no longer readable - a **robust watermarking solution** is needed to survive real-world attacks

Requirements for High Performance Watermarking



ASiD Watermarking Solutions

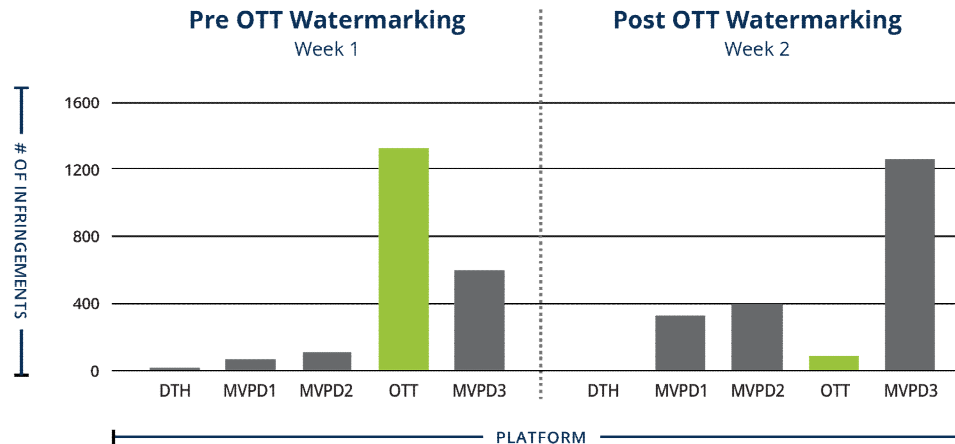
Fully compliant with the MovieLabs Specification for Enhanced Content Protection, ASiD solutions provide equally robust protection against illegal redistribution of live and VOD content including high-profile sporting events and early release movies.

		ASiD Embedded	ASiD OTT Client-composited	ASiD OTT Edge-switched	
Design	Optimised for	VOD Live	VOD Live	VOD Live ¹	
Implementation	Delivery pipeline change	Not required	Not required	Required	
	Client-side modifications	Required	Required	Not required	
Performance	Watermark extraction	Seconds	Seconds	Minutes	<Minutes
	Robustness	More robust and adaptable to collusion attacks	More robust and adaptable to collusion attacks	Robust to collusion attacks	Faster, robust to collusion attacks

¹Live: potential latency added by technique, and temporal sequence means longer delay to extraction on pirate streams (important for PPV/Events) — consider Client-composited or Edge-switched with client library

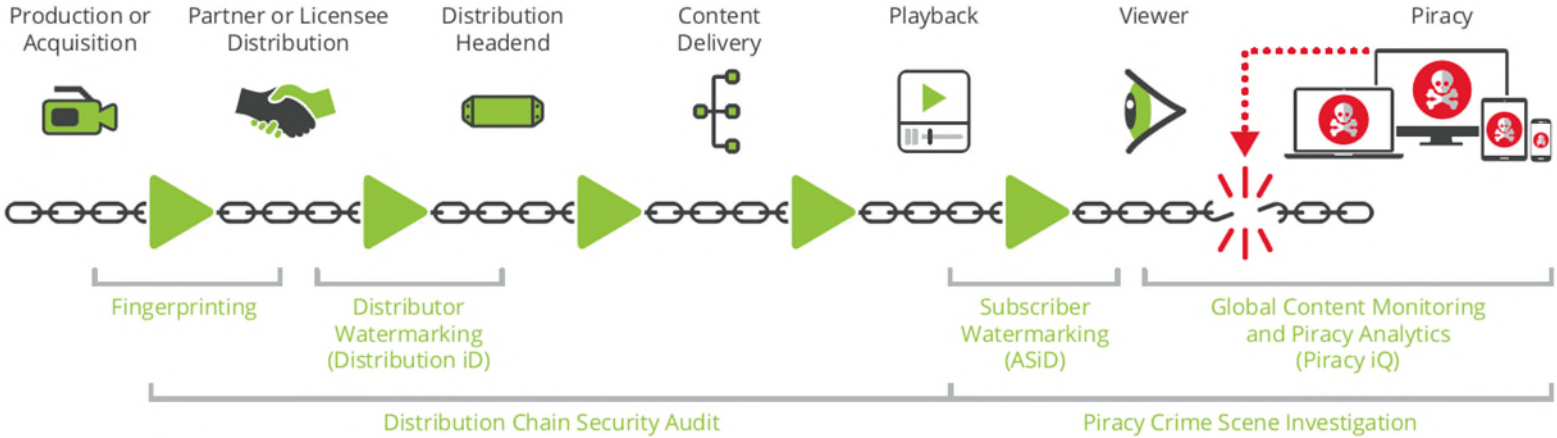
ASiD Case Study

- Tier 1 Broadcaster cut sports piracy on their OTT service by 97% within days by deploying ASiD OTT watermarking and global monitoring
- Same content on other outputs (MVPD1/MVPD2/MVPD3) **without the protection** saw increased piracy as pirates looked for new sources.



Case Study 2019

Filling the Content Protection Gaps



Content distribution chain and Friend MTS' services

Integration & Collaboration

- At Friend MTS, we offer a **range of anti-piracy solutions** to protect content and revenue:
 - ASiD and Distribution iD watermarking
 - Global monitoring and fingerprinting
 - Piracy iQ and ASiD iQ
- We **partner with leading companies** to help our customers secure all parts of the distribution chain
- Implementing anti-piracy solutions doesn't have to take a lot of time or require a huge investment

Collaboration is key for the media industry to defeat piracy.



For more information, visit fmts.io/ASiDcps

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