MESA

Content Protection Summit, London

CONTENT PIRACY: STAYING AHEAD IN THE RACE

David Würgler, Senior Director, Anti-Piracy

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NAGRA KUDELSKI

Introducing the Kudelski Group

DIGITAL TELEVISION

Secure,
Engaging
Broadcast &
Streaming Solutions

IoT SECURITY

Secure IoT
Platform

PUBLIC ACCESS

Parking (#1)
Mountains (#1)
Arenas
Attractions

CYBER SECURITY

End-to-End
Cybersecurity
Solutions

Integrated Security Offerings to Secure Your Digital Future

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A Global Anti-Piracy Team

120+ Staff

Experts in content security, technology, intelligence and legal

Global presence

Advanced labs in Cheseaux, Madrid, Bangalore, Denver & Sao Paulo

20+ years experience

Providing tailored media security services

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Different Approaches….

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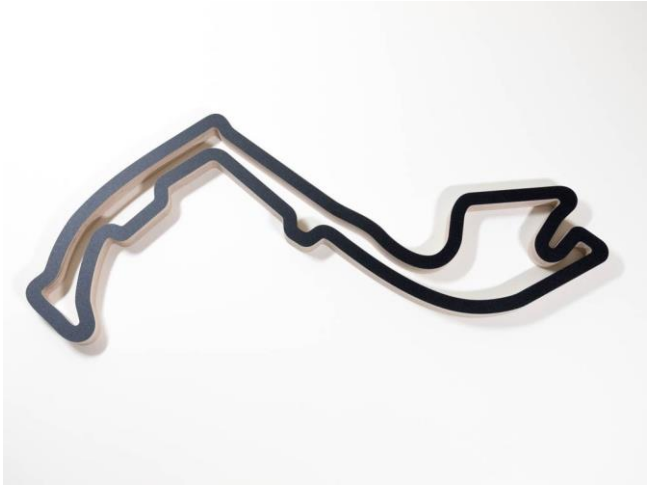
Defining Service Excellence

- Identify your problem
- Identify what needs to be done
- Use the best possible technology available
- Maximize everyone's skill sets
- Make something complicated a simple process
- Prepare and coordinate
- Repeat ……



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Monitoring and Takedown

DNS Blocking

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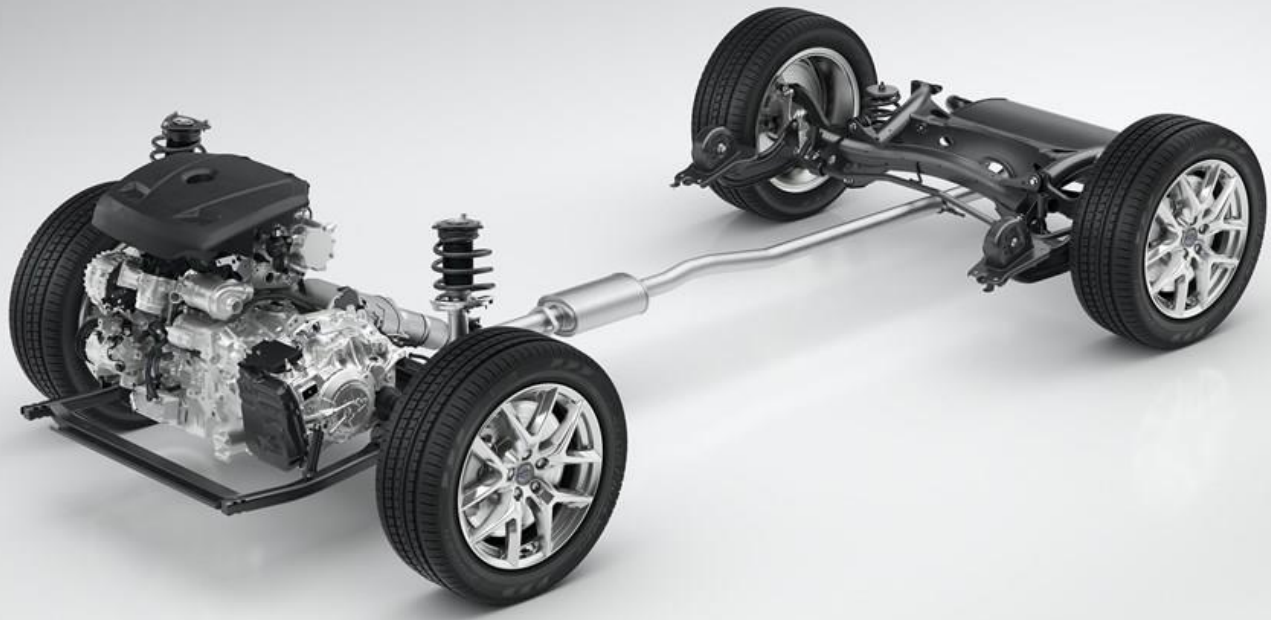
OTT Watermarking

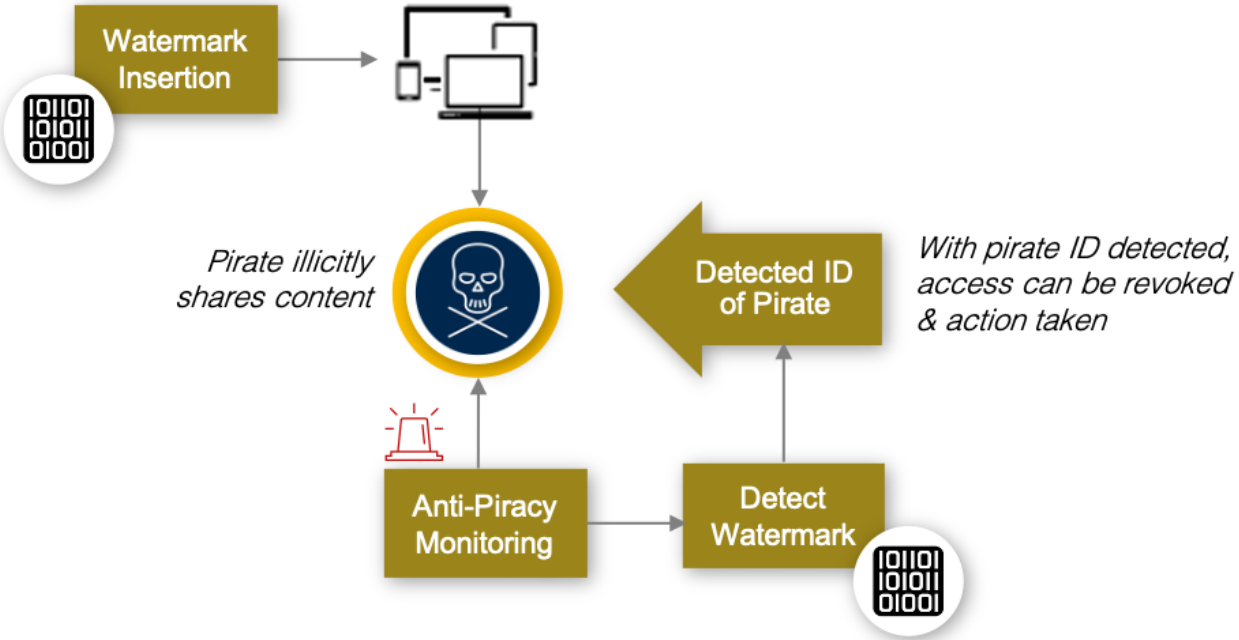
IP Blocking

Piracy Intelligence



Stop Leaks at the Source

Closing the Loop with Watermarking



- ✓ Unique ID per streaming session or per user
- ✓ Applies to selected premium content (live and/or VoD)
- ✓ Scalable, to avoid any impact on latency and streaming capacity

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What is Blocking?

- Prevents consumers from accessing pirate sites.
- Applied by Internet Service Providers.

- **Two Main Types of Blocking**
  - **IP address**: an Internet Protocol address is a numerical label assigned to each device connected to a computer network that uses the Internet Protocol for communication.
  - **Domain Name System (DNS):** a hierarchical and decentralized naming system for computers, services, or other resources connected to the Internet or a private network.

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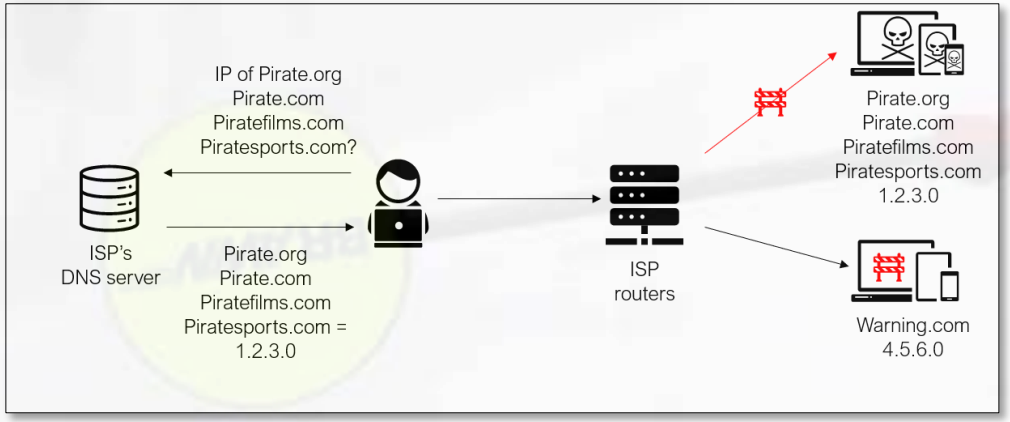
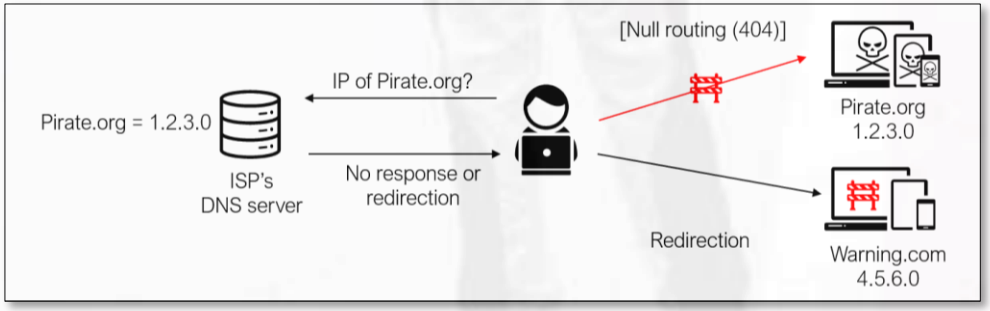
Types of Blocking

IP Blocking



DNS Blocking Redirection



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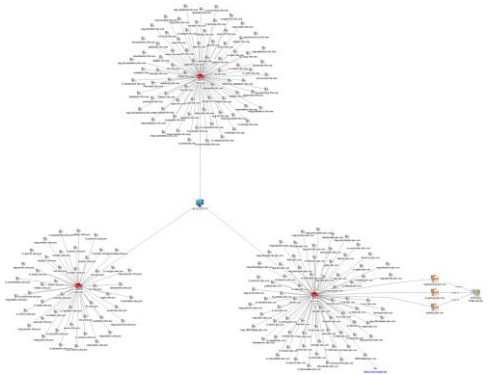
NAGRA Piracy Intelligence

- Pirate service sourcing
- Lab monitoring, forensics
- Data enrichment & analytics
- Infrastructure mapping & intelligence
- Target identification
- Investigation reports
- ….



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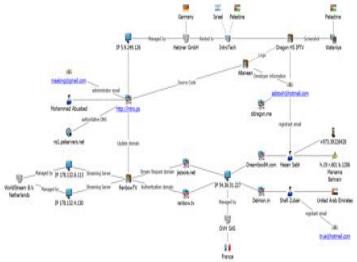
Intelligence-driven Anti-Piracy

DATA ANALYTICS



Intelligence processor

Watermark Detection

Open-Source Intelligence

Web & Social Media Crawling

Pirate Service Lab Monitoring

In-Network Measurement

EFFECTIVE ANTI-PIRACY STRATEGIES

DISRUPTION

Stop Leaks via Watermarking

Service Takedown via Legal Action

BLOCKING

Block Access via Safe DNS/URL Blocking

Blocks Streams via Smart IP Blocking

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The NAGRA Difference

1. BUSINESS-FOCUSED APPROACH TO ANTI-PIRACY

- Help Cut Churn / Grow ARPU by systematically reducing piracy risks
- Intelligence-driven approach to disrupt most damaging services

2. UNIQUE ANTI-PIRACY TECHNOLOGY & SKILLSET

- Best watermarking technology: Hollywood's partner for over 15 years
- Largest worldwide Lab: 300+ leading commercial pirate services analysed, updated & monitored 24/7
- Most complete Piracy Intelligence database: 83,000 pirate sites & services
- World leading technical, investigation and legal expertise

3. FULL COVERAGE OF PIRACY RISKS

- Most comprehensive approach: remove visible piracy, stop leaks (WMK), block access leveraging measurement, monitoring and intelligence
- Visible and commercial piracy, sports expertise
- International security solution vendor (broadcast & OTT)

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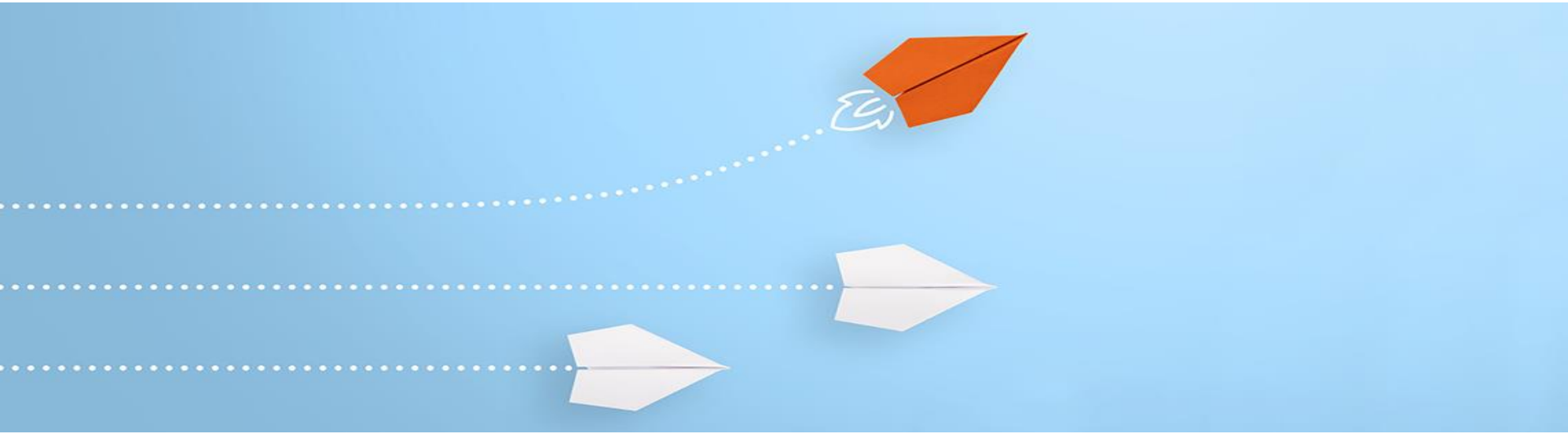

Be proactive instead of reactive

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THANK YOU

Continue the conversation?

https://anti-piracy.nagra.com/

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