

NAGRA ANTI-PIRACY SERVICES

How Watermarking is Proven to Protect Your Revenue and Fight Piracy

December 16th, 2021

SMART SOLUTIONS FOR THE OTT ERA

AGENDA

Where did we come from

Types of piracy

Where are we today

Biggest source of piracy in the US

How is piracy fought today

Best way to fight commercial pirates

How watermarking add value

Conclusion

One "Cable TV package" to rule them all.....



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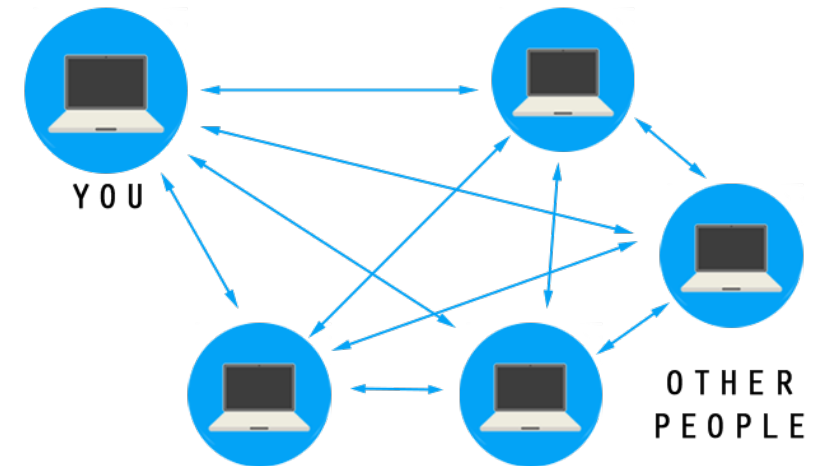
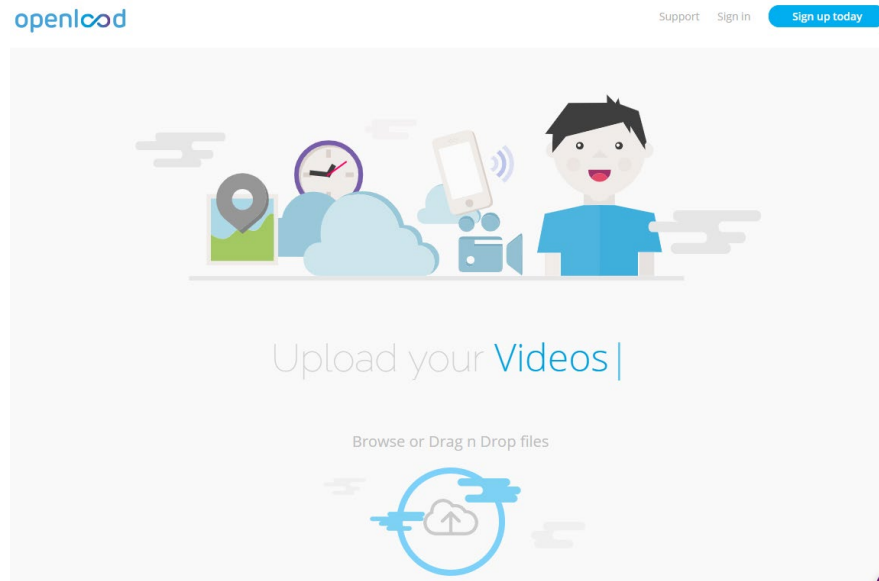
Conclusion



2000+: File Sharing over Internet

Using direct download cyberlockers

Using Peer to Peer networks



2010+: Web & Social Media Streaming

LIVE TV
Free Live Sport Streams

Search [] BROADCASTS LIVE SCORE RESULTS VIDEO ARCHIVE BETTING FAN CLUBS FORUM FAQ

New on LiveTV: Highlights Texas – NY Yankees, Highlights LA Dodgers – Milwaukee

Matches of Your Teams: In order to view this block you have to register or login

Best Odds Today: Poland – Portugal 1 3.82 X3 2 2.44

Your current time zone: 10:08 (UTC +1)

Match of the Day
Poland – Portugal
Euro 2016, 20:00
Video Broadcast Odds

Other Top Broadcasts

- Differdange – Cliftonville, Europa League Qualifying Today, 18:00
- CSKA Moscow – Strogino, Friendly Match **LIVE!!!** Today, 10:00
- Aktobe – MTK Budapest, Europa League Qualifying Today, 15:00
- Dila – Shirak, Europa League Qualifying Today, 15:00
- Teuta – Kairat, Europa League Qualifying Today, 19:00

Popular Videos

- Carolín Svetlan
- Roger F Marcus
- Valletta
- Liam Br Murray
- Kapaz -
- Roger F Pella
- Taylor H Stanisla
- Tianjin Guangz
- Santa C Alashke

UPCOMING BROADCASTS

Today (30 June, Thursday)

- ITF Tour, Gimcheon **LIVE!!!** 2:00 (ITF Tour)
- North Korea Open **LIVE!!!** 2:00 (ITTF)

What is LiveTV About?

LiveTV is a free website for live sport streams, sport videos and live score. We offer you a great possibility to follow numerous live sport events, including football games of the UEFA Champions League, English Premier League, German Bundesliga, French Ligue 1, Spanish Primera Division and Italian Serie A, or major events in other sport types, such as ice hockey with the NHL or basketball with the NBA. In our website, the P2P technology plays a key role, allowing you to watch medium to high quality streams completely free.



2015+: IPTV on Illicit Streaming Devices

IPTV Services

24 HOUR TRIAL	1 MONTH	3 MONTHS <small>MOST POPULAR!</small>	6 MONTHS	12 MONTHS
\$0.99 USD 24HR TRIAL	\$8.99 USD PER MONTH COST	\$23.99 USD PER 3 MONTHS COST	\$41.99 USD PER 6 MONTHS COST	\$79.99 USD PER 12 MONTHS COST
24HR TEST	30 Day IPTV Subscription	90 Day IPTV Subscription	180 Day IPTV Subscription	360 Day IPTV Subscription
Over 1500+ Ch Live & VOD	Over 1500+ Ch Live & VOD	Over 1500+ Ch Live & VOD	Over 1500+ Ch Live & VOD	Over 1500+ Ch Live & VOD
24/7 Live Channels	24/7 Live Channels	24/7 Live Channels	24/7 Live Channels	24/7 Live Channels
HD & SD Quality	HD & SD Quality	HD & SD Quality	HD & SD Quality	HD & SD Quality
Line: Kodi, Android, iOS, M3u, SmartTV Supported	Line: Kodi, Android, WebTV, iOS, M3u, SmartTV Supported	Line: Kodi, Android, WebTV, iOS, M3u, SmartTV Supported	Line: Kodi, Android, WebTV, iOS, M3u, SmartTV Supported	Line: Kodi, Android, WebTV, iOS, M3u, SmartTV Supported
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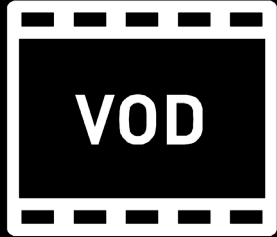
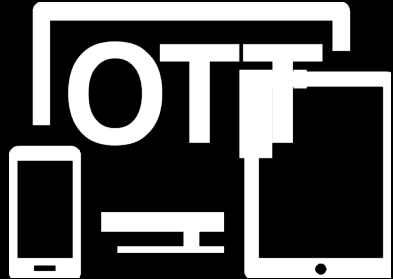
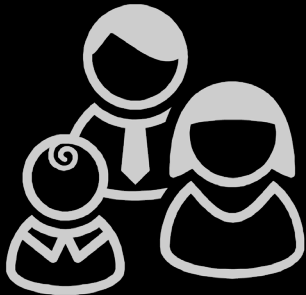
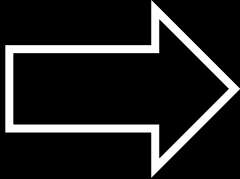
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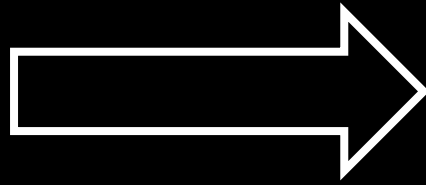
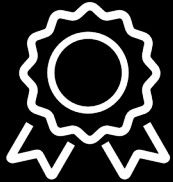
Consumer Behavior Change Is Accelerating

Theatres
Stadiums
Amusement Parks
Resorts
Sports bars



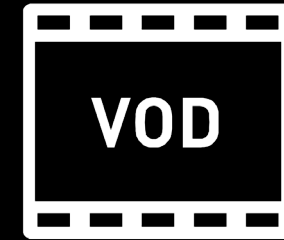
VOD Is Becoming Early Release Window

STUDIOS



D2C
Pay-TV

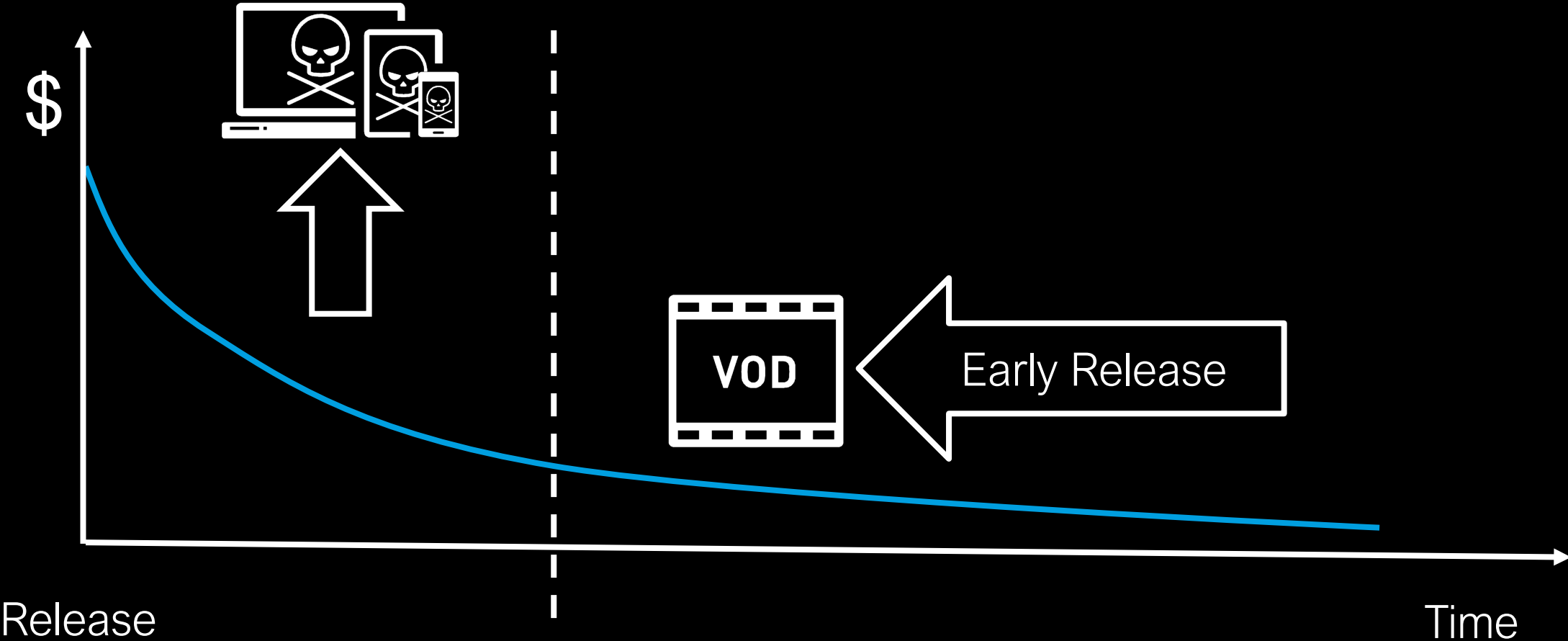
DIGITAL



Premium
Early Window
Content

What Does It Mean For Our Industry?

Driving a piracy pandemic



The contracting release windows lead to → Increasing of piracy risks



INSIDER

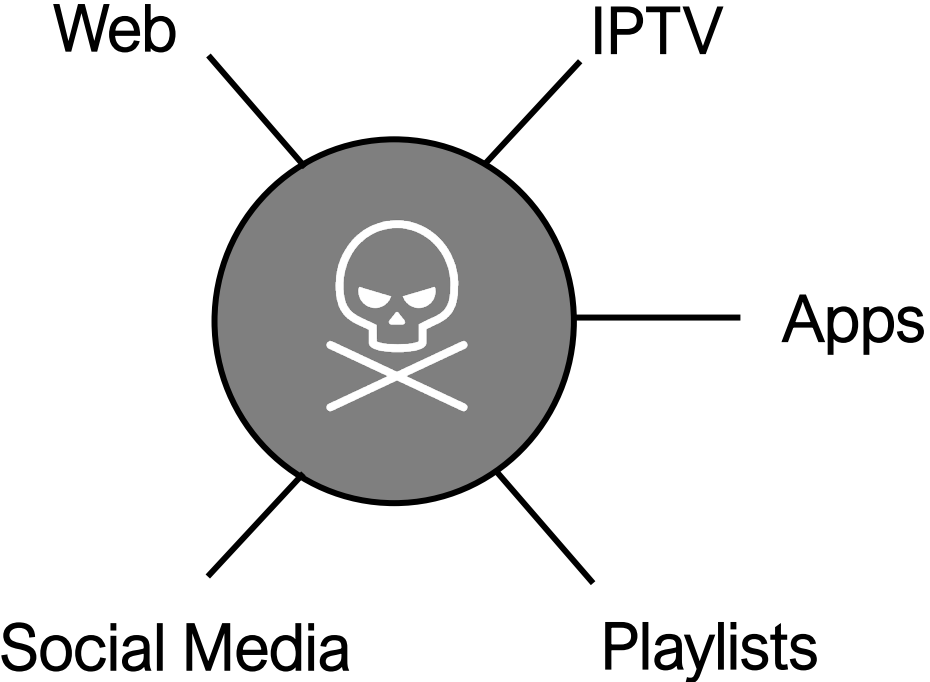


"Black Widow." Marvel Studios

- Nearly all of the most pirated movies of the year so far were available online in some form.
- It shows the risks for studios when releasing a movie on streaming services and in theaters simultaneously.
- Theater owners have criticized the strategy, arguing it increases piracy and eats at a movie's box office.



Piracy Distribution: On Every Screen

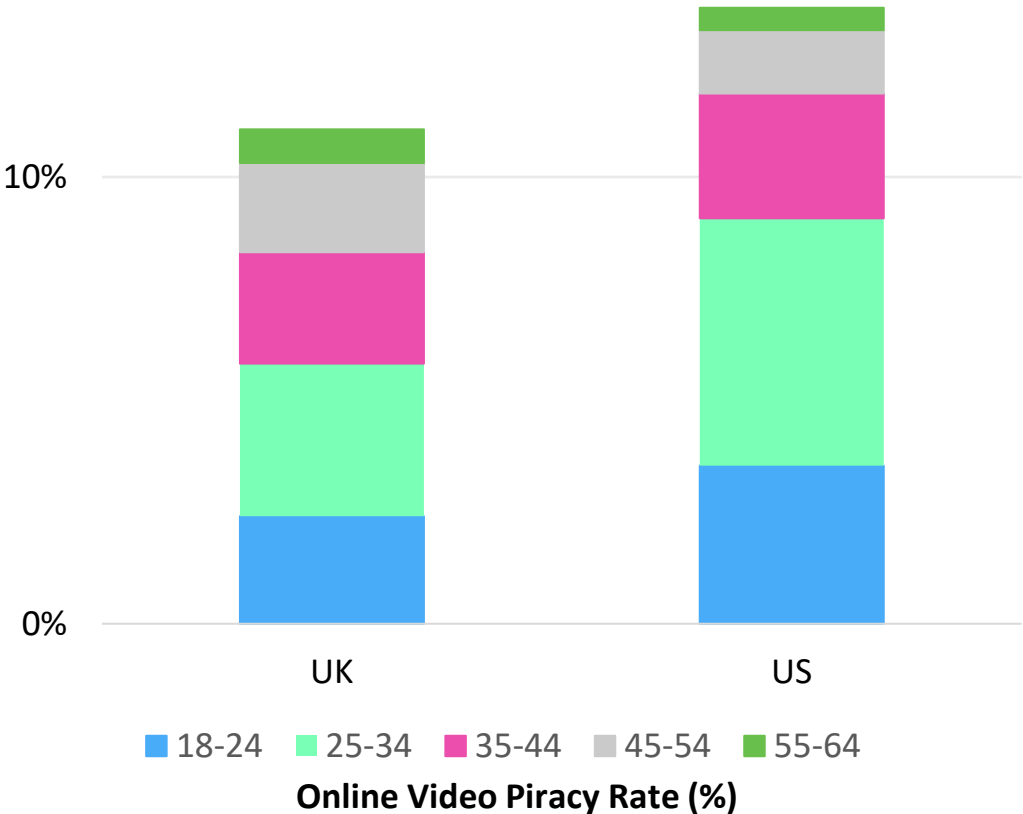


Development in types of piracy

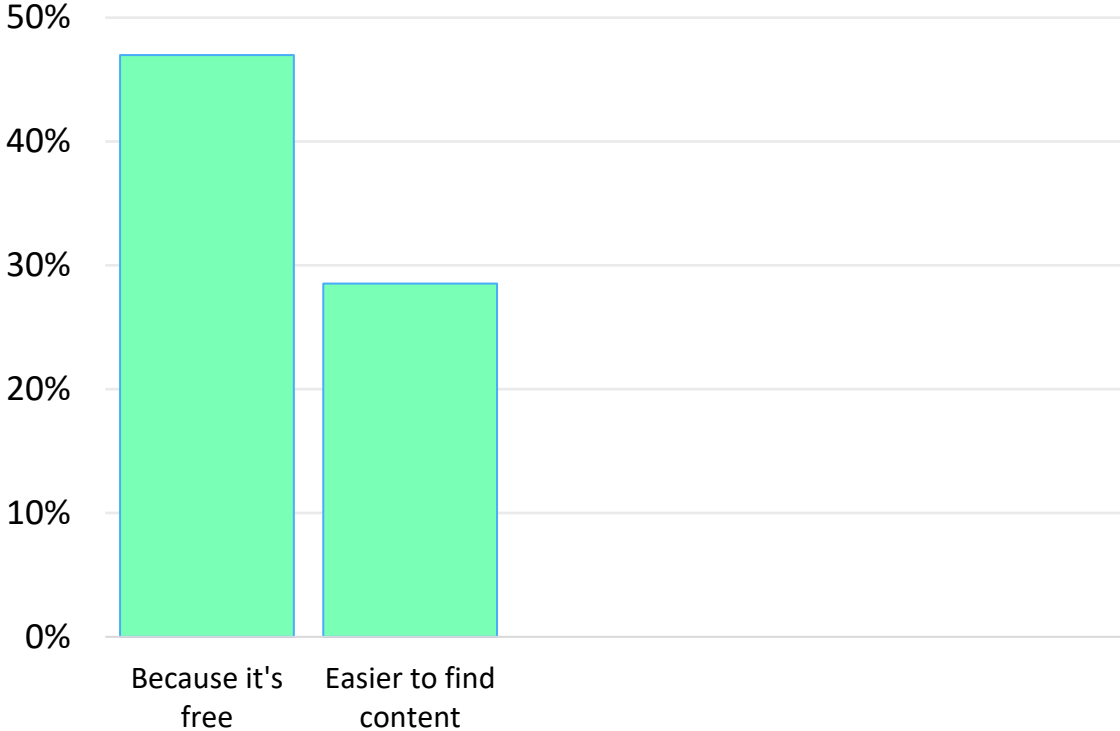


Who are the pirates of today and tomorrow?

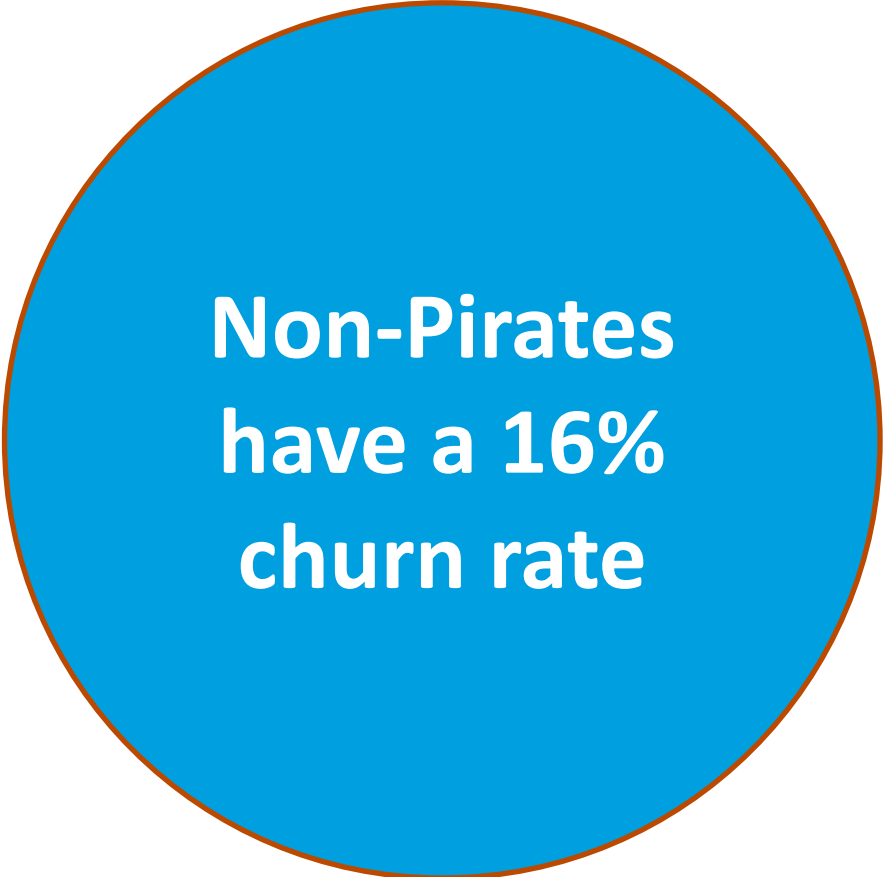
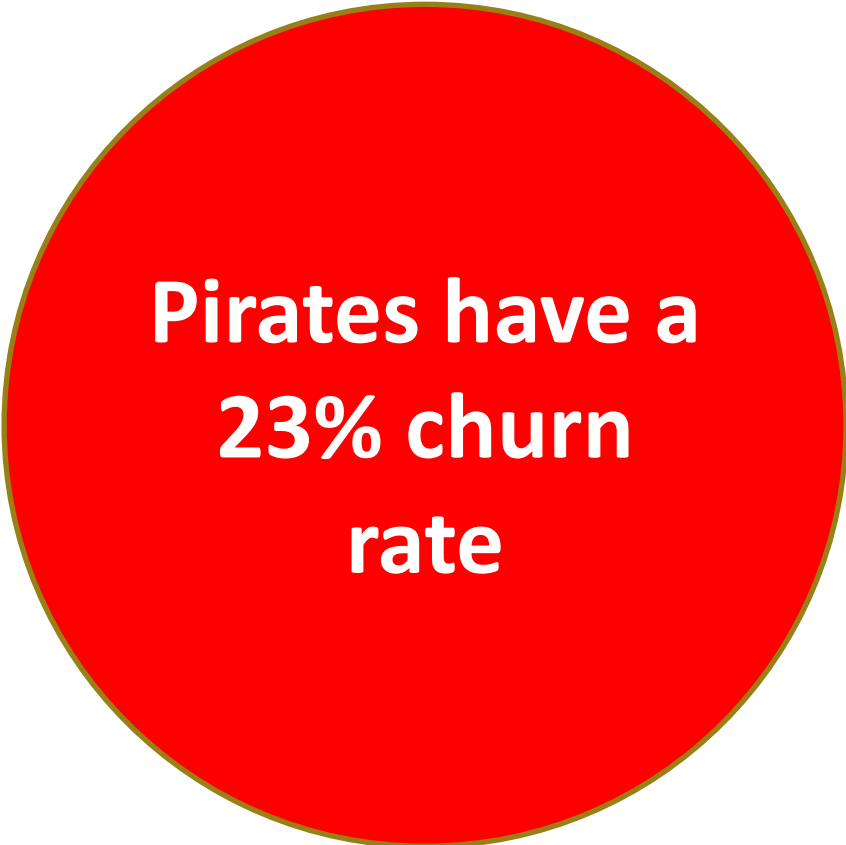
Online video piracy rates by age group



Reasons given for piracy



Pirates are more likely to churn

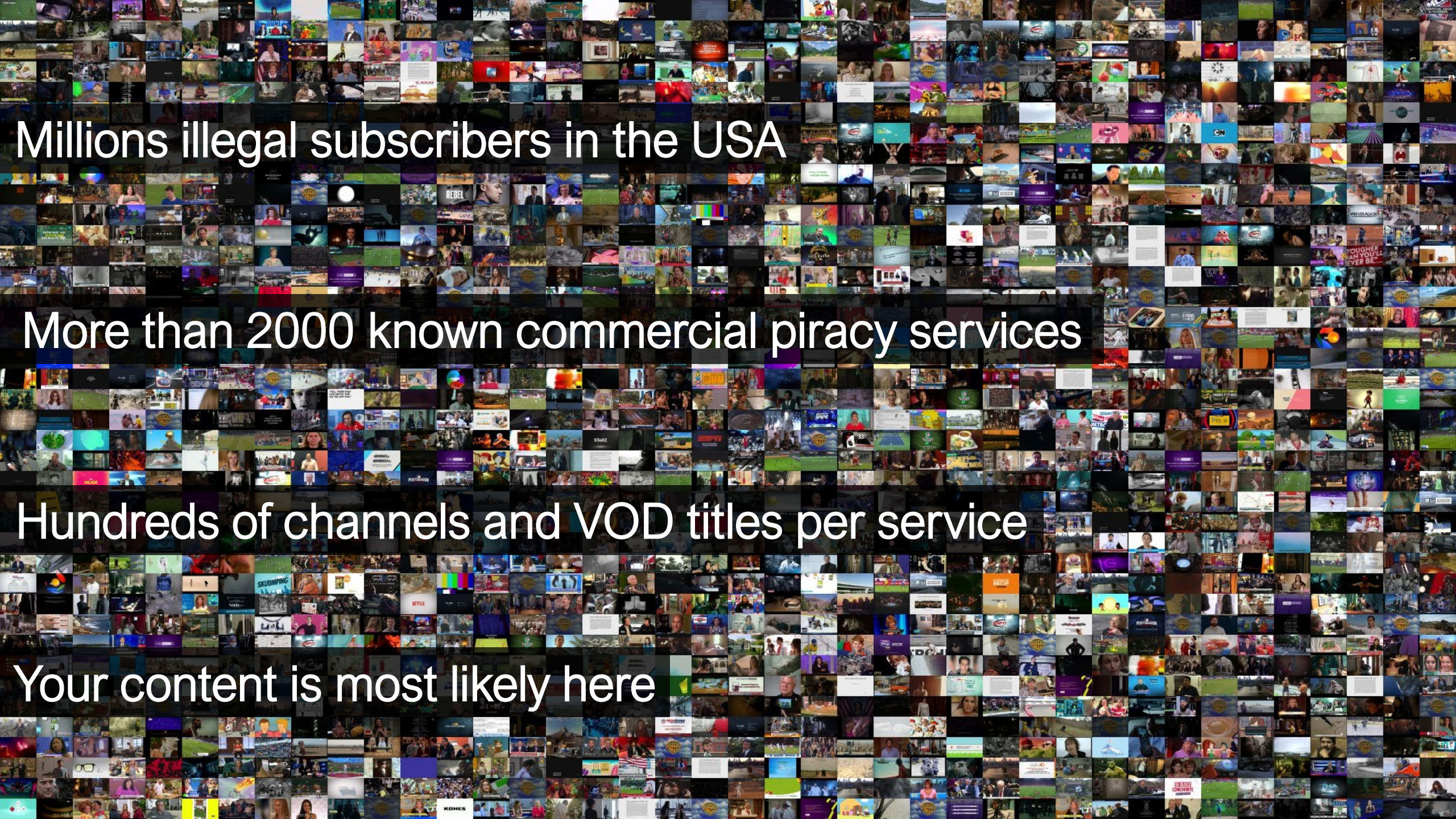


NAGRA and Digital Citizens Alliance estimates from the “Money for nothing report”

30 million individuals or 9 million households, were using a pirate IPTV subscription

3’500 storefront websites, social media and stores within online marketplaces sell pirate subscription IPTV services to the US market





Millions illegal subscribers in the USA

More than 2000 known commercial piracy services

Hundreds of channels and VOD titles per service

Your content is most likely here



Act Now Before...



Subscription piracy becomes the new norm for consumers and is socially accepted



Suffering from a video piracy pandemic

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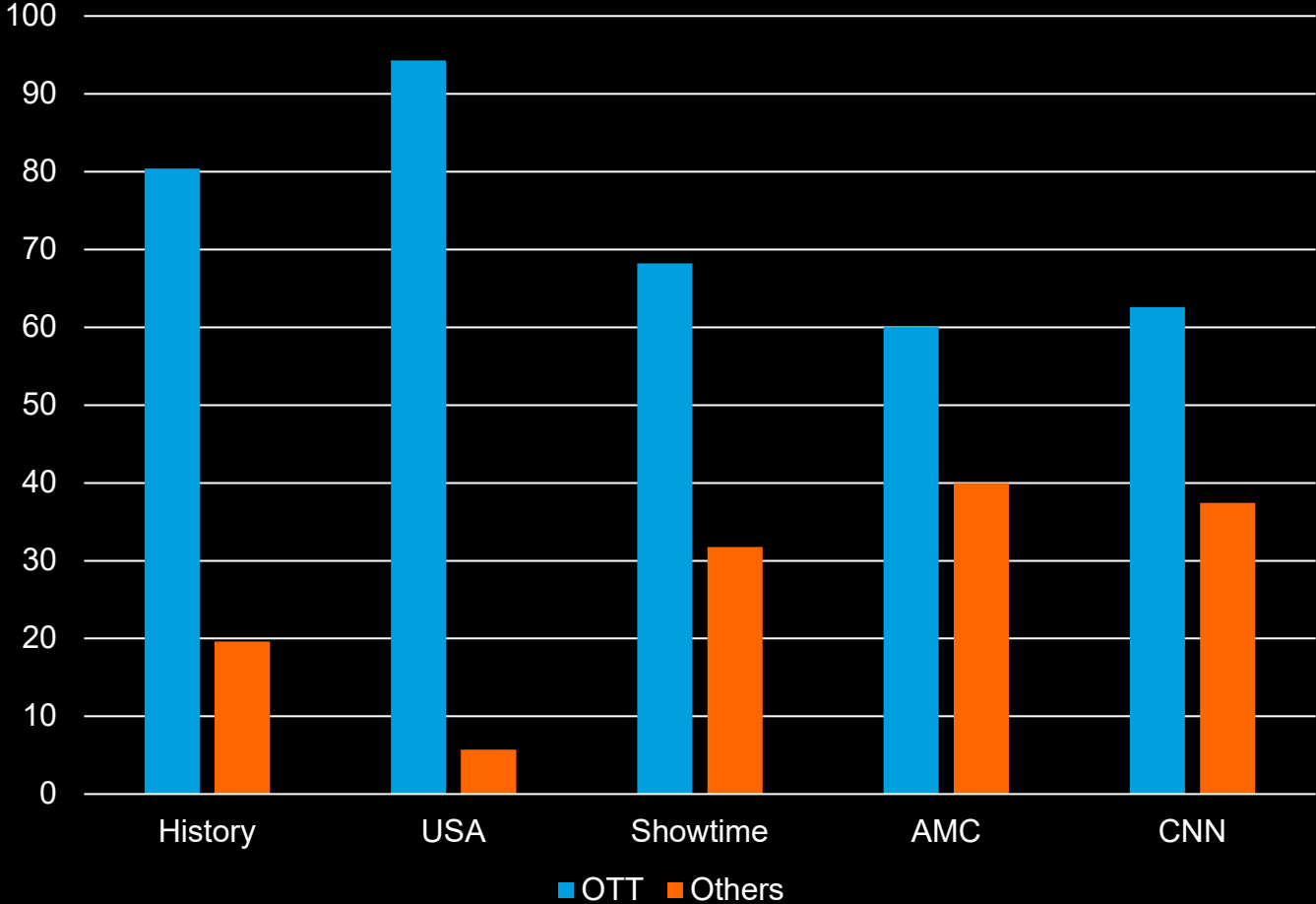
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US content sources for TV channels in the US

Content sources



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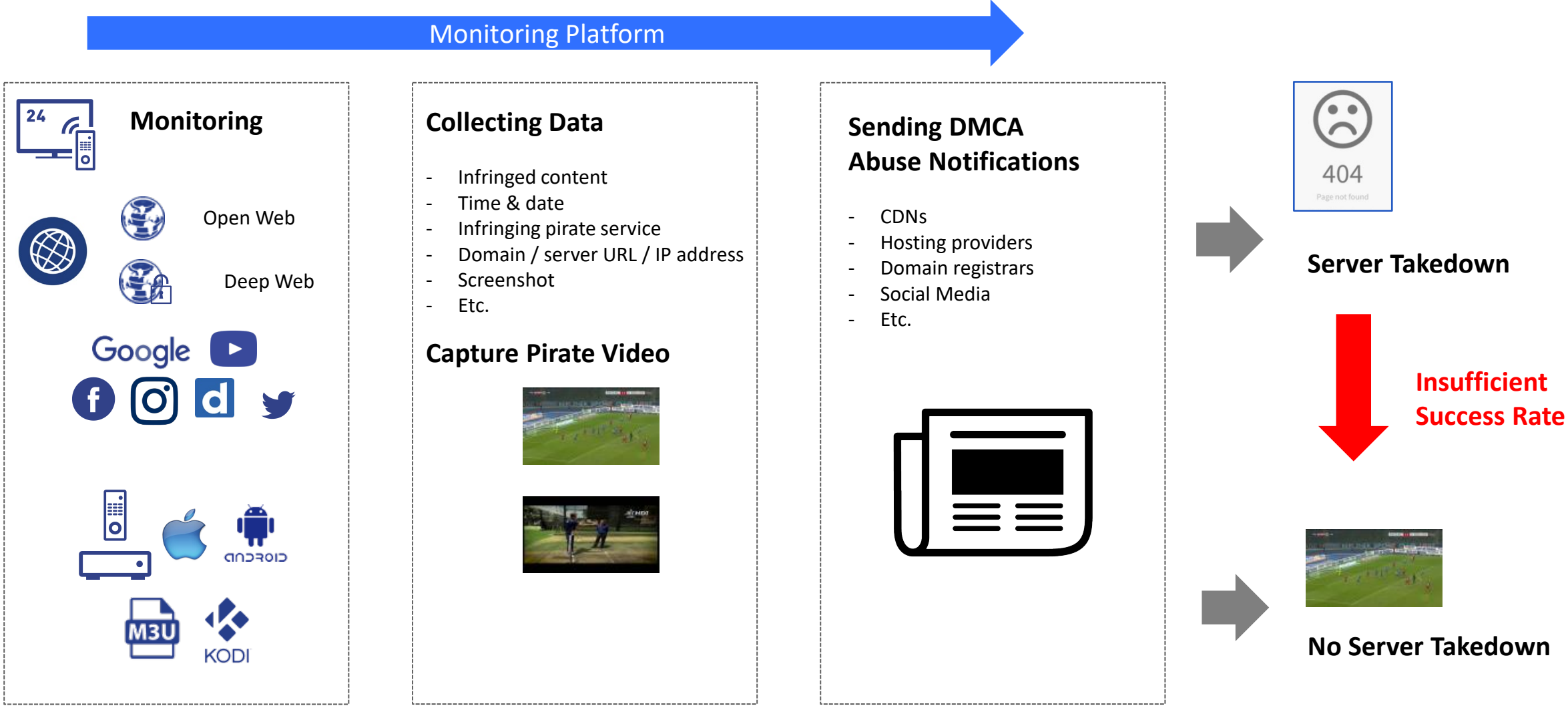
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How piracy is often fought today



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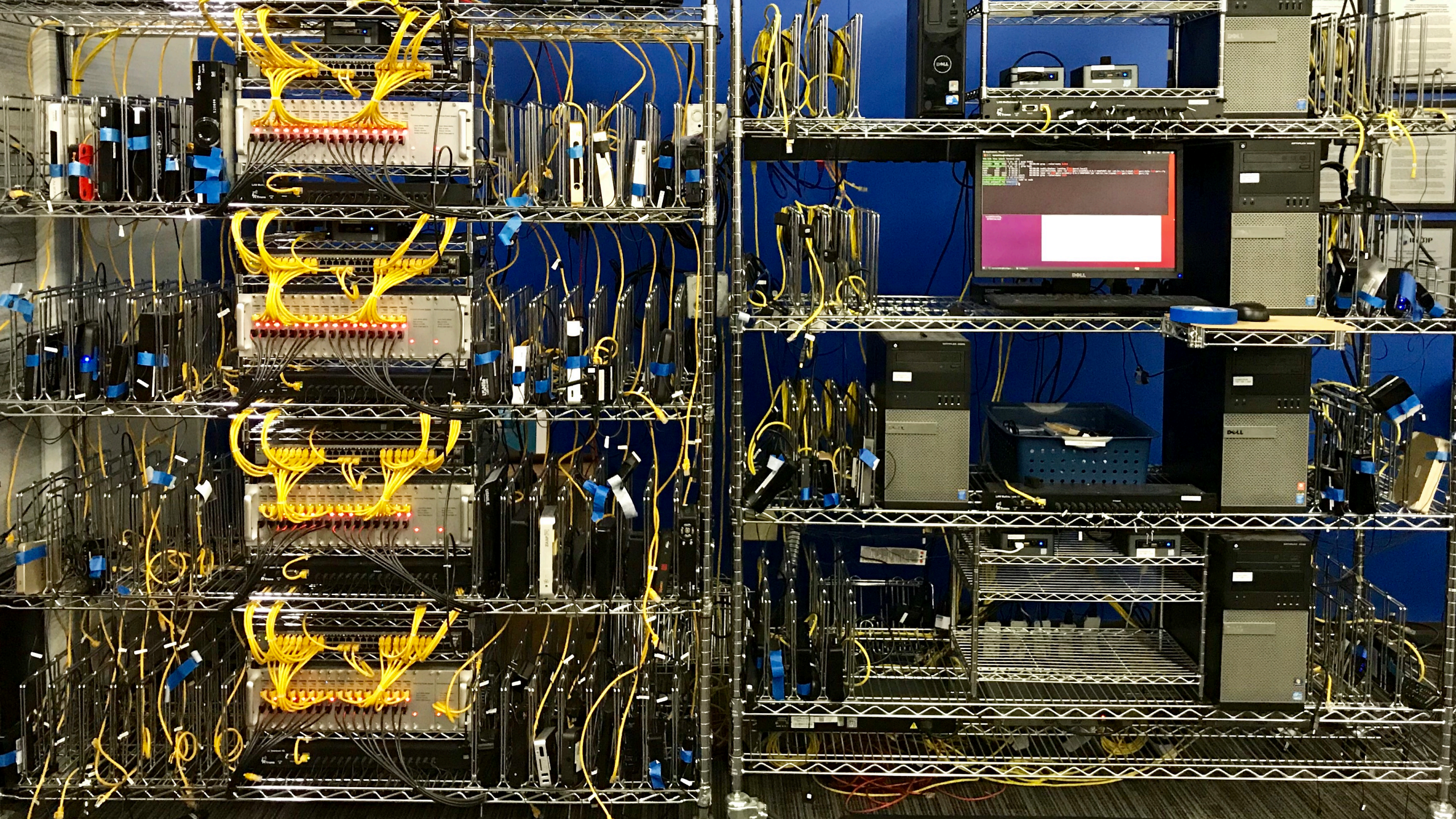
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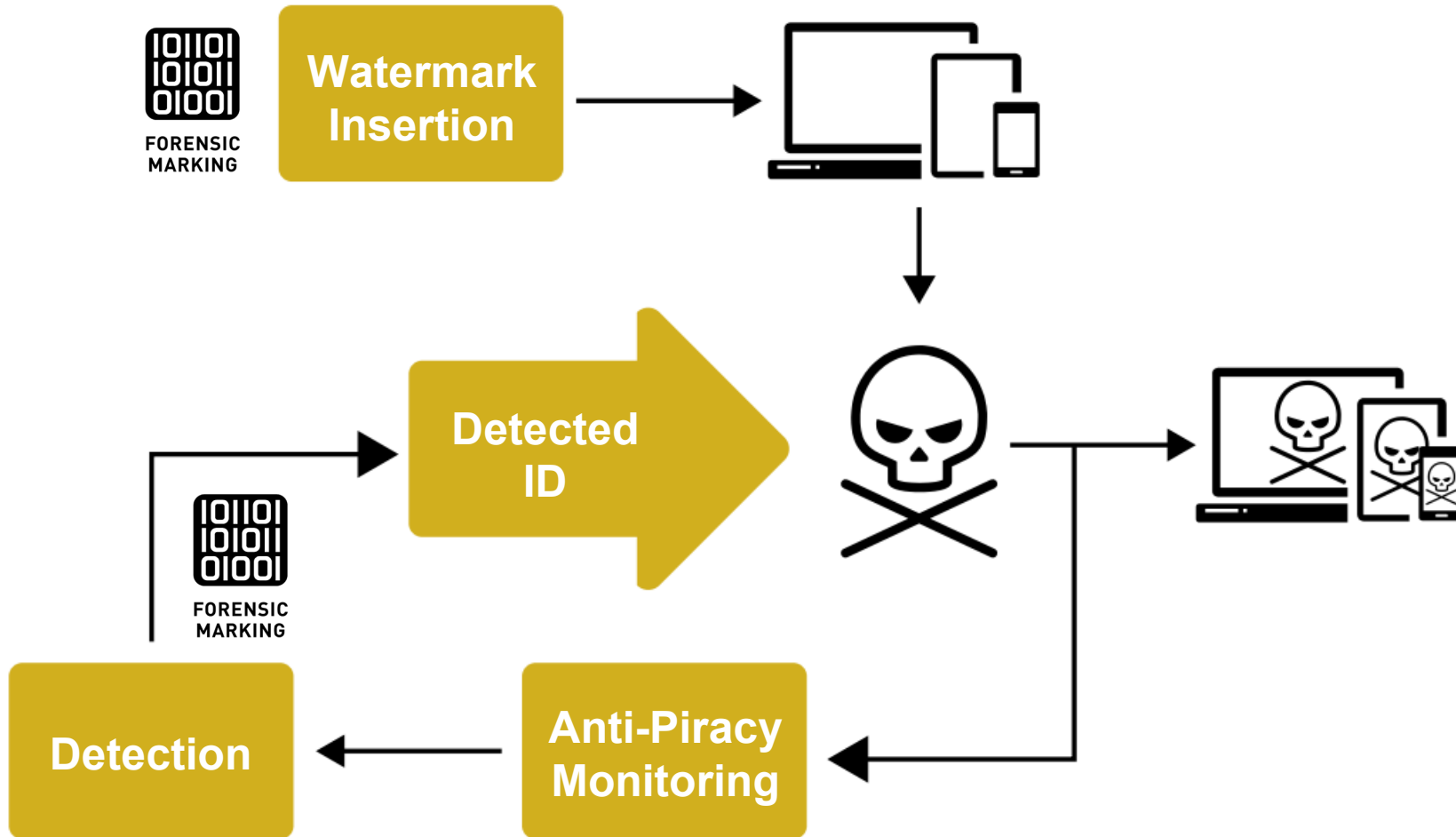
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Stop Leaks at the Source

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**

Best way to fight commercial piracy

Monitoring Platform

Monitoring



Open Web

Deep Web

Google

YouTube

f Instagram d Twitter


Apple Android

M3U KODI


Collect Data

- Infringed content
- Time & date
- Infringing pirate service
- Domain / server URL / IP address
- Screenshot

Capture Pirate Video



Detect Watermarks

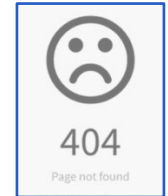


Shut down the source

Identify watermarks

Close or revoke streams live:

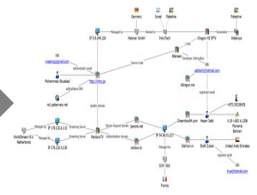
- At CDN edge
- Rights owner



No access to stream


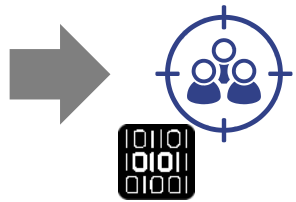
WMK Harvesting

- Collates WM data
- Co-ordinates collective disruption campaigns across multiple PayTV and OTT operators



Intelligent legal or timed actions

PayTV and OTT operators

Leak source takedown disruption

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Value of Watermarking



- VOD
 - Protects the value of pre-release
 - Protects integrity of distribution



- Live
 - Takedown of the source
 - Harvesting of watermarking for future actions

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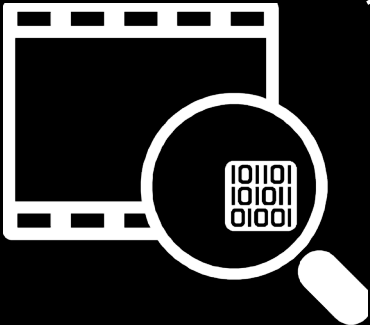
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Content Owners and Service Providers: What to Do?



SECURE OTT
CONTENT
& SERVICES



WATERMARK
CONTENT
EVERYWHERE



ACTIVELY
FIGHT
PIRACY

Turn Challenges into Opportunities

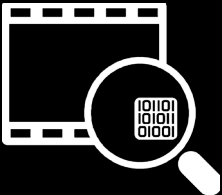
INVEST



SECURE



Content & Services

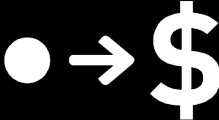


Watermarking

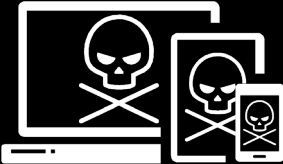


Anti-Piracy Services

MONETIZE



STAY SAFE



THANK YOU

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NAGRA
KUDELSKI

dtv.nagra.com/anti-piracy-services