

The Future is Automated

The landscape ahead for M+E looks uncertain. Automation can ease the journey.

WORKFLOWS AND THE CLOUD

From cloud-based productions to unprecedented storage demands, the supply chain has never been more challenging

SMART CONTENT

The questions around AI, metadata, and analytics are endless. But we do have many of the answers already

SECURITY SOLUTIONS:

Cybersecurity and content protection in M&E is always on defense. Can automation can change that?

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DIGITAL CONTENT PROTECTION AMIDST INDUSTRY TRANSFORMATION

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We ushered in 2023 with a renewed sense of optimism after the turbulent COVID years. As we hit mid-year, we take a moment to appreciate the steadfast organizations that have weathered the storm and continue to drive the media and entertainment industry forward.

There are several momentous industry anniversaries this year, notably both Disney and NAB celebrating their centennials. This year, Fortium will be celebrating its 24th anniversary, and since its inception in 1999, it has consistently been at the vanguard of digital content protection, earning a reputation for innovation, adaptation, and imagination.

FROM DISC TO DIGITAL

Fortium's journey with film began with the creation of disc protection products Patronus and Blulock in 2004. These solutions were designed to safeguard digital content from piracy, illegal distribution, and unauthorized use by employing state-of-the-art encryption and watermarking technologies. At that time, the film industry was witnessing a major shift from analogue video to digital, from VHS tapes to optical discs, driven by higher-quality video and audio, greater durability, and convenience. Fortium's disc protection products emerged as a timely response to the changing landscape.

In 2007, Fortium continued its tradition of innovation with Cogo, a secure file transfer and collaboration platform. Its user-friendly interface and robust security features quickly made Cogo a popular choice among organizations in the



Fortium celebrates 24 years of
innovation and adaptation

ABSTRACT: We have all welcomed 2023 as a new start after the disruption caused by the pandemic, but as we embrace the new, we also celebrate the established and steadfastness in our sector. As familiar organizations hit milestones, Fortium reflects on 24 years of helping organizations protect content and the concept that evolution, adaptation and imagination are essential to securing longevity.

entertainment, healthcare, and finance industries. Around this time, the rise of high-speed internet connections and digital platforms began to reshape the film industry, with streaming services emerging as a new way to distribute and consume content.

2010 marked the introduction of MediaSeal, a file encryption and decryption tool providing advanced protection for digital content. MediaSeal's compatibility with other digital content management systems made it an ideal choice for large enterprises and it soon became the industry go-to for safeguarding content.

ADAPTING TO CHANGING MARKET NEEDS

Fortium's unwavering commitment to customer satisfaction and its ability to adapt to changing market needs has been critical to its success. The company's solutions have evolved, incorporating emerging technologies and addressing new threats. Throughout the past two decades, the film industry has undergone significant transformations. The advent of digital technology has altered the way content is created, distributed, and consumed. From the early days of DVDs to the rapid growth of streaming services like Netflix, Amazon Prime, and Disney+, Fortium has been at the forefront of providing digital content protection solutions.

As we witness the exponential growth of digital content, the need for robust and reliable content protection solutions only intensifies.

EMBRACING CHANGE: THE KEY TO LONGEVITY

Companies that stand the test of time often showcase a remarkable ability to adapt and grow with changing circumstances. They embrace change rather than resist it and constantly seek ways to improve their products or services. Investing in innovation allows them to stay at the forefront of their industry.

Moreover, these companies prioritize employee

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development, encouraging them to learn new skills and adapt to new technologies. This fosters a culture of innovation and agility, enabling them to thrive even in challenging economic conditions.

In the film industry, this ability to adapt has been crucial in response to evolving technologies, such as the transition from film to digital, the adoption of 3D and virtual reality, and the rise of streaming services. Companies like Fortium have been successful in navigating these changes by remaining agile and responsive to the needs of the industry.

THE NEW ERA

As we embrace this new era, it is essential to celebrate and recognize the established organizations that have played a crucial role in our lives. Fortium's 24-year journey is a testament to the importance of innovation, adaptation, and imagination in securing longevity in the industry, and it is poised for continued growth and success in the coming year.

Fortium's achievements also serve as a reminder of the critical role that digital content protection plays in our increasingly digital world. As the amount of digital content created and shared continues to grow exponentially, the need for robust and reliable content protection solutions will only increase. Moreover, the film industry's transformation has been marked by the rise of digital platforms and the decline of traditional



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distribution methods. This has opened new opportunities for independent filmmakers, enabling them to reach a global audience. However, this growth has also created new challenges in terms of protecting intellectual property and combating piracy. The Fortium team's solutions have been instrumental in helping filmmakers, studios, and distributors safeguard their valuable assets, and will continue to innovate in line with the industry needs.

In conclusion, as we look ahead to the future of the film industry, we must acknowledge the vital role that we all play in shaping the landscape. By celebrating milestones and anniversaries, we recognize not only achievements but also the importance of embracing change and driving innovation in the ever-evolving world of media and entertainment. ■

POWERING THE FUTURE OF SECURE & INNOVATIVE MEDIA SOLUTIONS



Powerful solutions designed to help media professionals protect their content seamlessly.

Products:



MEDIASEAL

Encryption while you work



PATRONUS

DVD anti-rip copy protection



BLU-LOCK

BD anti-rip copy protection



PINPLAY

PIN access control for use with Patronus and Blu-Lock



COGO

Secure disc emulation