

Friend MTS 
Protecting content + revenue



ASiD OTT
3rd Generation
watermarking and
global monitoring

ASiD OTT

Ultra-robust, 4K/UHD & HDR watermarking + global monitoring

By combining third generation subscriber watermarking with global channel monitoring, ASiD OTT delivers unrivalled protection from streaming piracy for live and on-demand content.

This ultra-robust, managed service assures highly responsive security for the latest 4K/UHD and HDR premium content, as well as HD/SD assets.

ASiD OTT also integrates tightly with Friend MTS' proven watermarking for satellite, cable and IPTV set-top boxes for complete end-to-end security.



3rd generation of the world's most widely deployed watermarking

ASiD OTT represents the third generation of the world's most widely deployed subscriber-level watermarking, which is used in tens of millions of homes.

This invisible watermarking provides significantly updated robustness to defend OTT services from redistribution by pirates.



Stops piracy in minutes; changes landscape in just weeks

ASiD OTT can be deployed in just days, and it can stop pirate streams within minutes. This speed makes it ideal for premium live sports and entertainment.

Importantly, ASiD OTT can transform the level of piracy in just weeks, and this creates a very real opportunity for revenue growth.



Scales for the largest broadcasters, tackling all types of piracy

Highly automated, cloud-based global content monitoring scales for the very largest broadcasters and live events.

It scans the internet globally for all types of streaming piracy, and captures eight months of video daily for analysis.

ASiD OTT

Ultra-robust, 3rd generation subscriber watermarking

Friend MTS' third generation of subscriber-level watermarking offers substantially increased robustness to defend the service from attacks by pirates, including collusion, cropping, masking, frame rate conversion, recompression, and the introduction of noise.

New watermarking algorithms provide advanced protection against video-domain attacks, which are now the major piracy battleground for watermark-protected platforms.

There is also enhanced payload handling to protect against subscriber identity interference.

Additionally, there are extra code hooks to provide faster detection of any interference of the OTT player integration. This can rapidly trigger the revoking of a subscriber's access to secure the content.



The robustness of Friend MTS' watermarking has been independently tested by security consultancy Cartesian, and the system is Hollywood studio approved.

ASiD OTT

Stops piracy in minutes; changes landscape in just weeks

The latest enhancements to Friend MTS' watermarking have not changed its rapid deployment characteristics, with highly-secure integrations possible with just days of development time.

ASiD OTT's global monitoring can find streaming piracy in seconds, using fingerprint-based content recognition. The monitoring platform analyses captured content, and watermarks are automatically extracted in order to identify the subscriber behind the redistribution, and consequently revoke their access.

Importantly, **ASiD** OTT can transform the piracy landscape for a pay TV provider within just weeks. **For instance, when ASiD was introduced by a major broadcaster which accounted for 60% of the sports channel piracy in its market, this level was reduced to less than 1% within weeks.**

By protecting the content, the critical business revenues are also secured, and the diminished piracy space creates a real opportunity for subscriber and revenue growth.



More video pirates have been caught with ASiD than any other system available to pay TV operators



ASiD OTT

Scales for the largest broadcasters, tackling all types of streaming piracy

The highly automated monitoring scales to support the very largest broadcasters and live sports events, which can generate thousands of pirate streams during a typical weekend. In total, 3.3 Terabytes of video are captured by Friend MTS daily, which equates to eight months of video.

The monitoring platform scans the internet for all types of streaming piracy, including the Kodi and Android illicit streaming devices that dominate the space, along with content sharing by mobile apps, websites and social media.



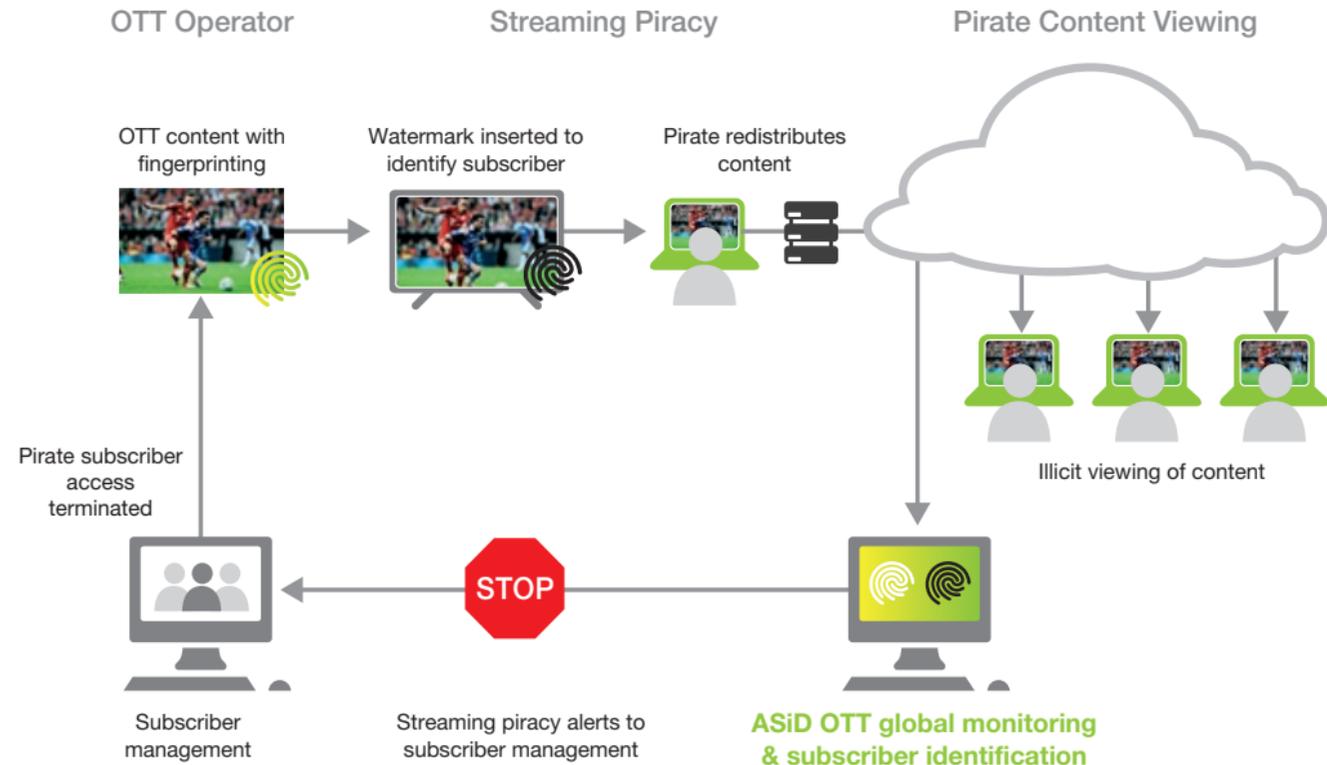
ASiD OTT is ideal for premium entertainment and live sports content

ASiD OTT

Direct integration with subscriber management

Once the global monitoring has analysed the watermarking and identified the individual subscriber responsible for a pirate stream, the system can pass the details directly to the OTT provider's subscriber management system.

This high level of integration allows rapid, automated termination of the content theft in just a few minutes. It's the ultimate protection for content and revenue.



Clients



Major partners



Friend MTS has its headquarters in Birmingham (UK) and its North American regional headquarters in Philadelphia (USA). There are additional offices in London and York in the UK.

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