



Friend MTS 

Protecting content + revenue

ASiD

Global monitoring and  
subscriber watermarking





## ASiD

### Protecting live sports and premium entertainment

The revenues from premium broadcast and OTT content are constantly under attack from streaming piracy.

Fortunately, this growing threat of content theft can be defeated in minutes with Friend MTS' ASiD global monitoring and subscriber identification watermarking service.

# ASiD

## Global monitoring and watermarking service

Our ASiD global monitoring and watermarking service is ultra-responsive for live sports, while also protecting on-demand assets from streaming piracy.

The invisible watermarking doesn't impact the viewing experience, and it can be deployed easily across all platforms, including cable, satellite, IPTV and OTT.



### World's most deployed subscriber watermarking

ASiD is the world's most widely deployed subscriber identification watermarking.

It has been implemented by many of the world's largest media and entertainment companies to secure their premium content.



## Stop streaming piracy in minutes

A fast response to streaming piracy is essential with live sports. ASiD can find illegal content in seconds, and enable pay TV platforms to take it down in just five minutes.

This unmatched speed enables legitimate broadcasters to maximise their audiences and revenues.



## Secures new and legacy set-top boxes

ASiD watermarking can be deployed in the field across new and legacy set-top boxes, as well as in OTT players.

This unmatched breadth of integration across 4K/HD/SD devices prevents vulnerabilities in the delivery chain that can be exploited by pirates.

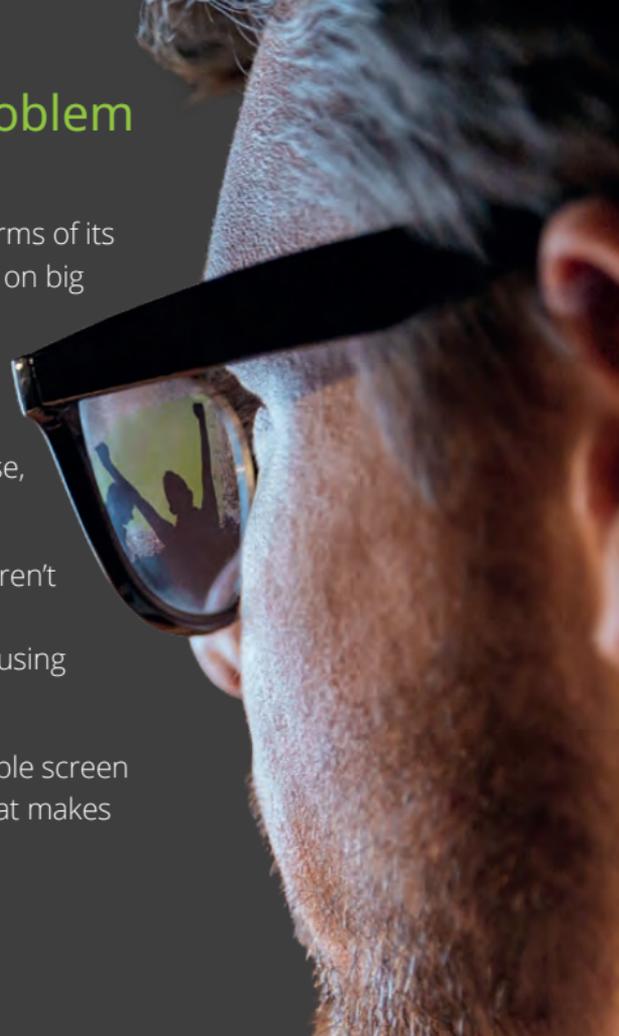
## Overview of streaming piracy problem

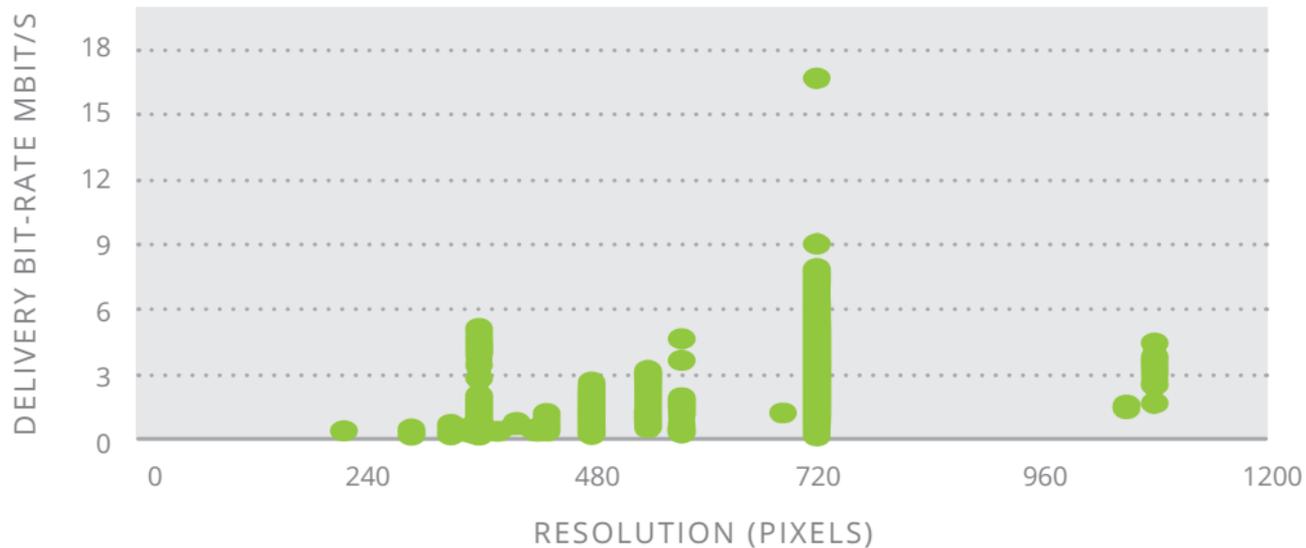
Streaming piracy has matched the television market in terms of its speed of evolution. Illegal content can now be consumed on big screen televisions, tablets and mobile phones.

Viewing options span illegal streaming devices, Kodi plugins, mobile apps, websites and social media. Unfortunately, as broadband speeds to the home increase, streaming piracy has become more prevalent.

The reality is that commercial DRM and CA systems just aren't enough to fully protect premium content against pirates. Content can be redistributed illegally from set-top boxes using 'HDCP strippers'.

Similarly, OTT content can be captured using freely available screen recording and streaming software. It's this accessibility that makes streaming piracy such a major threat.





*Typical stream resolutions and bitrates used for premium live sports streaming piracy, with a spike at HD 720p which delivers 'good enough' quality with large screen televisions*

## ASiD

# Global channel monitoring with fingerprint based content recognition

Due to the scale of streaming piracy worldwide, with many tens of thousands of streams deployed for key live sports events, it's not possible to deliver effective content protection across multiple channels without highly automated security systems.

By using fingerprinting for recognition of the source content, the ASiD service provides rapid and accurate global monitoring worldwide. Illegal content can be identified in seconds, with a full network path tracing to determine how best to take it down.

The next step in the content protection process is to identify the point of redistribution, and take action against the subscriber.



*Friend MTS' global channel monitoring  
integrates tightly with the watermarking*





## ASiD

# Subscriber identification watermarking

To identify the source of the streaming piracy, the ASiD service automatically analyses illegal content for subscriber-level watermarking.

The ASiD watermarking is inserted by set-top boxes and OTT players to pinpoint the source of the piracy, right down to the individual subscriber.

The invisible watermark does not impact the viewing experience, and it's ultra-robust against tampering to maximise security.





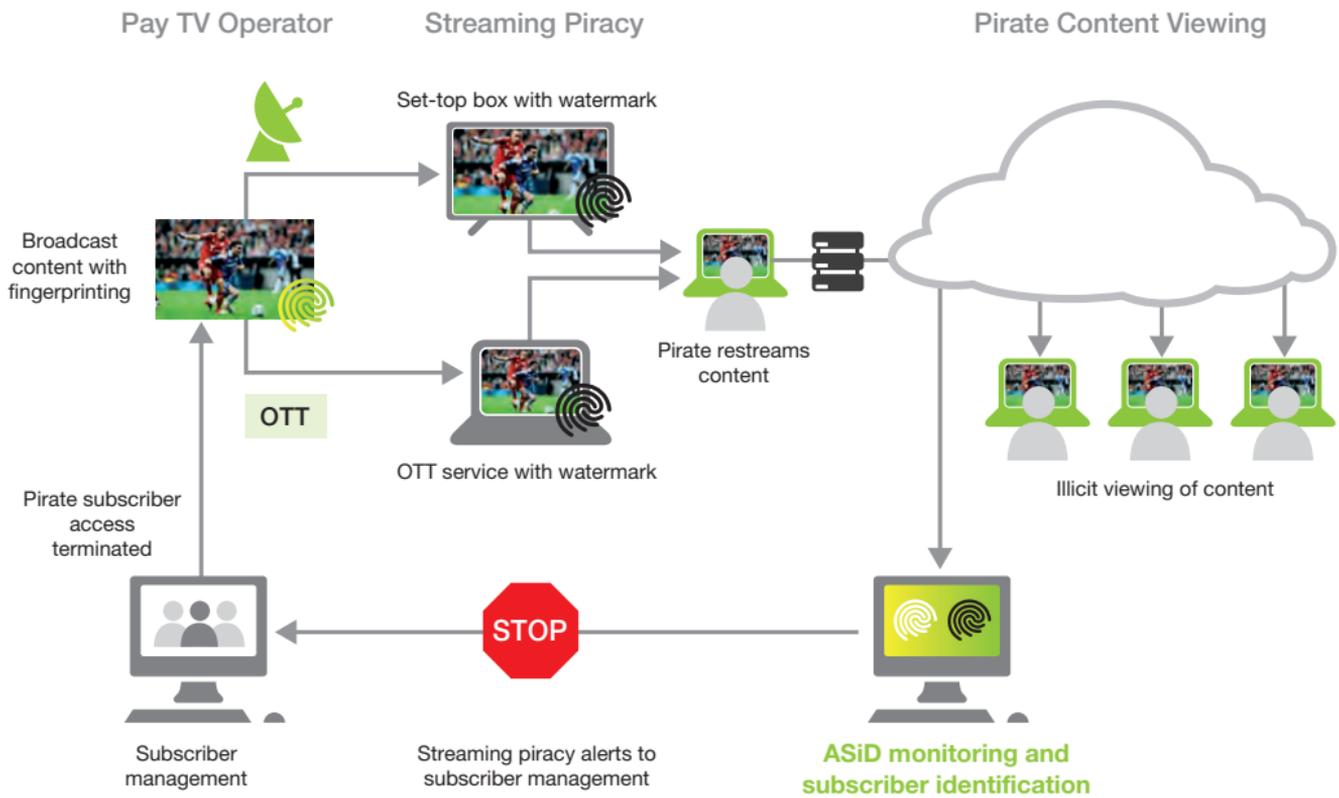
*ASiD is ideal for premium entertainment and live sports content*

## ASiD

### Direct integration with subscriber management

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



*Friend MTS' headquarters in Birmingham, UK.  
Regional sales offices are located in London and New York.*

# Clients





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