

ASiD

Advanced Subscriber Identification

» **ASiD is a class-leading forensic watermarking and content monitoring service that enables many of the world largest content owners and distributors to fully control where their content flows and who benefits from it financially.**

Designed for premium sports and entertainment, ASiD delivers unrivalled protection for live, pay-per-view, and on-demand content.

With ASiD, stolen video assets are tracked down across multiple illegal redistribution channels. Its visually imperceptible technology allows rapid traceback and termination of access to content thieves, providing the content distributed globally in diverse markets with solid protection from the large-scale piracy revenue drain.

Trusted by the biggest brands in the industry

Most widely deployed

ASiD is the world's most widely deployed subscriber watermarking securing tens of millions of set-top boxes and OTT players. This innovative and highly adaptable client-composited technology has remained secure against every attack made to date in both broadcast and OTT environments.

Hollywood Studio approved

ASiD watermarking is highly secure while totally imperceptible ensuring the quality of experience meets the original high expectation. ASiD has been independently tested for robustness by Cartesian and evaluated by 'golden eyes', making it Hollywood Studio approved.

Cost-effective results-driven service

Universal solution

Client-composited ASiD has relatively low deployment and support costs with no additional expenses for multi-CDN solutions while offering ultra-robust content protection for both broadcast and OTT. These characteristics make ASiD a go-to watermarking and monitoring service for a complex content distribution strategy.

Adaptable technology

Using an innovative approach to watermarking, originally devised as a future proof agile technology, client-composited ASiD is highly adaptable to ever-evolving pirates' attacks. Fully developed in-house, ASiD watermarking and monitoring relies on the deep technical expertise of the leading video security specialists in the industry.





Best-in-class for live content protection



Unrivalled live sports protection

Offering the fastest watermark extraction even with the largest-scale operations, ASiD can stop illegal redistribution within minutes. This speed makes it ideal for protecting live sports and entertainment as well as short duration content.

Proven track record

When ASiD was introduced by a major broadcaster which was the original source for 60% of the sports channel piracy in its market, this level was reduced to less than 1% within weeks.

Protects revenue and reputation

Large-scale piracy crackdown

In search of the watermarked content, the highly automated content monitoring platform captures millions of videos daily, enabling comprehensive detection and fast takedown of financially damaging pirated content across websites, social media, mobile apps, streaming devices, etc.

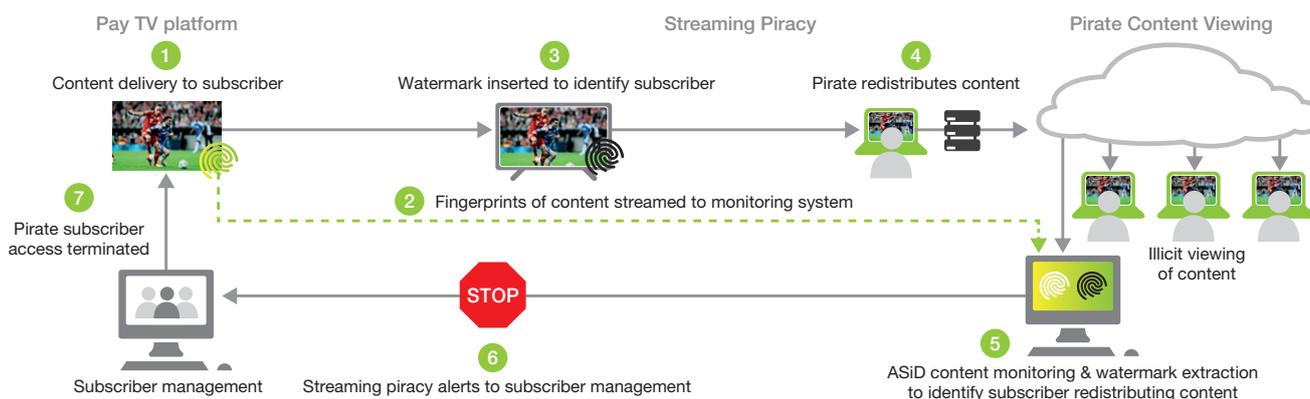
High-precision piracy takedown

The proprietary video fingerprinting technology provides rapid content verification while subscriber watermarking pinpoints the exact source of illegal content redistribution. This high-precision identification enables responsible piracy takedown with uncompromised speed and scale of anti-piracy response safeguarding both profit and reputation of the biggest entertainment brands in the industry.

Turnkey fast implementation

ASiD provides a low-risk easy integration with existing workflows without the need to introduce any delivery pipeline changes or non-standard modifications. The solution is deployable within just a few days and is ideal for a rapid premium video service launch with uncompromised content security.

Simplified ASiD Workflow



Contact us for a demonstration today

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