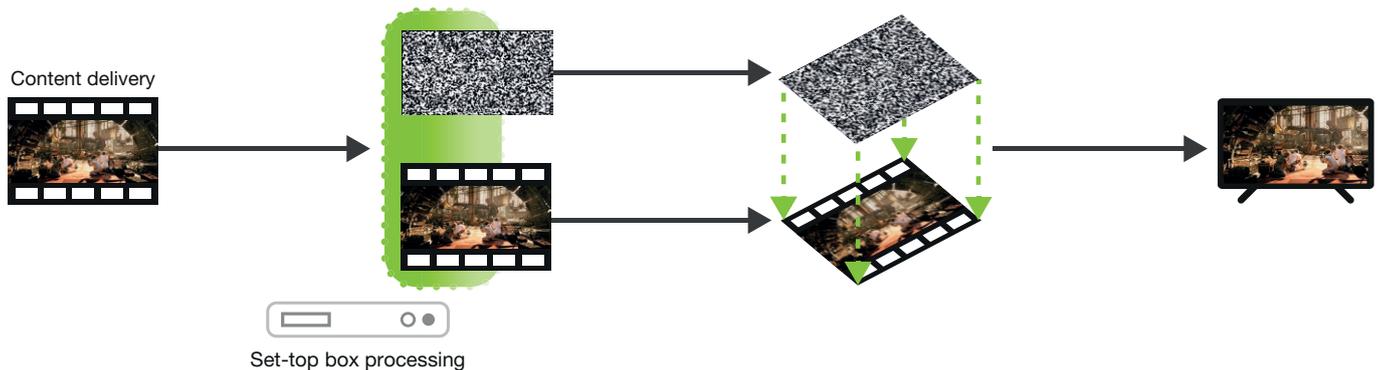


ASiD Embedded



ASiD Embedded is used for managed broadcast and connected set-top-boxes (STBs) as well as for streaming devices where the client is duly secured. The watermark payload is both generated and embedded by the client device.



ASiD Embedded watermarking for set-top boxes with a watermark provided by a set-top box

Solution Highlights



Protects all types of content

Single technology securing PVOD and live sports content with variable per-device watermark parameters for different playback types (on-demand content vs linear channels).



Protects all types of devices

Fast generation of watermarks across all devices, including older and lower-specification ones for complete platform protection.



Works with any video resolution

High-performing watermarking regardless of video resolution with low-end integration with SD and high-end with UHD.



Protects a wide range of platforms

Robust protection of a wide range of platforms with seamless integration and full support as required.



Works seamlessly with other ASiD watermarking solutions

For third-party content and/or app aggregations on your platform, there is an option to add ASiD OTT solutions (for connected devices).



Single extraction pipeline for all ASiD watermarking solutions

In a mixed device environment (broadcast, managed and unmanaged OTT) a single extraction pipeline enables the most device-appropriate ASiD solution to be used in each case to provide highly effective and efficient overall protection.

Family of Watermarking Solutions

ASiD solutions secure all types of content (live, linear, and VOD) in all device scenarios, including mixed-mode and hybrid deployments. Our solutions work seamlessly together for the effective protection of high-value content and revenue across the whole platform.

		ASiD Embedded	ASiD OTT Client-composited	ASiD OTT Edge-switched	
Design	Architecture	client-generated watermark, client-composited	server-generated watermark, client-composited	server-generated watermark, server-composited	
	Watermark structure	always present subscriber identifier (similar to a QR code pattern)	always present subscriber identifier (similar to a QR code pattern)	temporal sequence encoded subscriber identifier (A/B variant, similar to a Morse code sequence)	
	Optimised for	VOD Live	VOD Live	VOD Live ¹	
	Supports	broadcast	broadcast OTT	OTT	
Performance	Watermark extraction	Seconds	Seconds	Minutes	< Minutes
	Robustness	More robust and adaptable to collusion attacks	More robust and adaptable to collusion attacks	Robust to collusion attacks	Faster, robust to collusion attacks
Implementation	Delivery pipeline change	Not required	Not required	Required	
	Multi-CDN ready	Yes	Yes	Yes	
	Client-side modifications	Required	Required	Not required	
	Speed, complexity, cost	Faster, turnkey, less expensive implementation	Faster, turnkey, less expensive implementation	Fast, more complex, more expensive implementation	

with client library

¹ Live: potential issues with watermark extraction (e.g. for protecting PPV, events) which is negatively impacted by low latency streaming protocols plus delay in the extraction of the watermark's temporal sequence — consider Client-composited or Edge-switched with a client library

Selecting ASiD solution? Check out our [blog](#) to learn more.

End-to-End Solutions

Content Monitoring

All three ASiD offerings combine seamlessly with our global-scale content monitoring. It collects massive amounts of video from pirate services 24/7 for automated analysis allowing us to perform millions of watermark extractions per month. Together ASiD watermarking and global monitoring form the market's leading end-to-end retransmission anti-piracy solutions.

Smart Solutions

ASiD OTT solutions share the **ASiD iQ** piracy intelligence enhancement. ASiD iQ provides active device monitoring generating live metrics that allow us to adapt the watermark scheme in real time to appropriately counter pirate attacks at the time when OTT / streaming services are becoming the focus for piracy.

Distributor Watermarking

Subscriber-level ASiD can also be combined with distributor-level **Distribution ID**. This multi-layer watermarking content protection ensures that valuable content is secured across the whole delivery chain.

Contact us for a demonstration today
enquiries@friendmts.com

Friend MTS 



www.friendmts.com