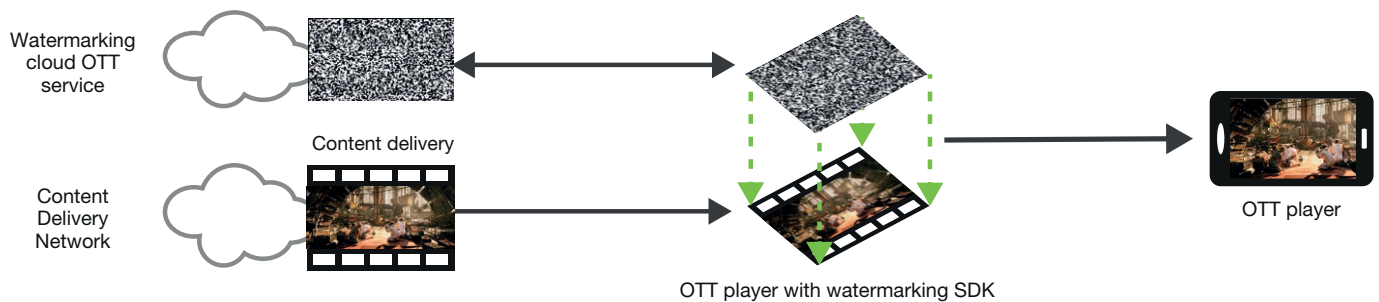


## ASiD OTT Client-composited



**ASiD OTT Client-composited** is used for connected and OTT devices, clients, and apps in the managed, unmanaged, and third-party client environments. For added security we use server-side components to generate the watermark. For example, a cloud service is used to handle certain security-sensitive processes. The watermark is then securely delivered and composited, or overlaid, on top of the video at the client-side.



ASiD OTT Client-composited watermarking for OTT players with a watermark provided by a cloud service

## 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 from all types of piracy

Highly effective piracy deterrence: user-specific visual identifiers can be generated and added to the video to protect from more casual piracy; security tamper detection mechanisms protect from more advanced piracy attempts.



### Works seamlessly with other ASiD watermarking solutions

To maximise content distribution by leveraging legacy distribution platforms or third-party distribution networks, there is an option to add ASiD Embedded solution for broadcast set-top-boxes.

For client environments with lower trust level, there is an option to use ASiD OTT Edge-switched solution based on server-generated watermarking technique.



### 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.

## ASiD iQ Piracy Intelligence

As an enhancement of the ASiD OTT offerings, **ASiD iQ** is a monitoring tool that gives access to telemetry and other metrics allowing the identification of subscription accounts used by bad actors. By utilising in-depth machine learning and big data analysis techniques to provide a detailed analysis of the common patterns of fraudulent behaviours, ASiD iQ enables service providers to take proactive anti-piracy countermeasures in real-time.

# 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 <sup>1</sup>   |                                     |
|                | 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

<sup>1</sup> 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

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