

Solution Brief

Integrated DRM and watermarking to bring a *rapid* halt to premium content piracy



Spot content theft, identify fraudulent subscriptions, shut down leaks – in real time.

Comprehensive content protection – simplified

Piracy of premium content is an ever increasing issue for broadcasters, rights holders and service delivery platforms, and every part of a multi-environment distribution chain has to be protected, from glass to glass and beyond. However, content protection can sometimes seem a complicated undertaking. Creating a fully comprehensive content security platform involves the incorporation of multiple components and technologies that encompass encryption, Digital Rights Management (DRM), watermarking and other protective technology.

The Challenge

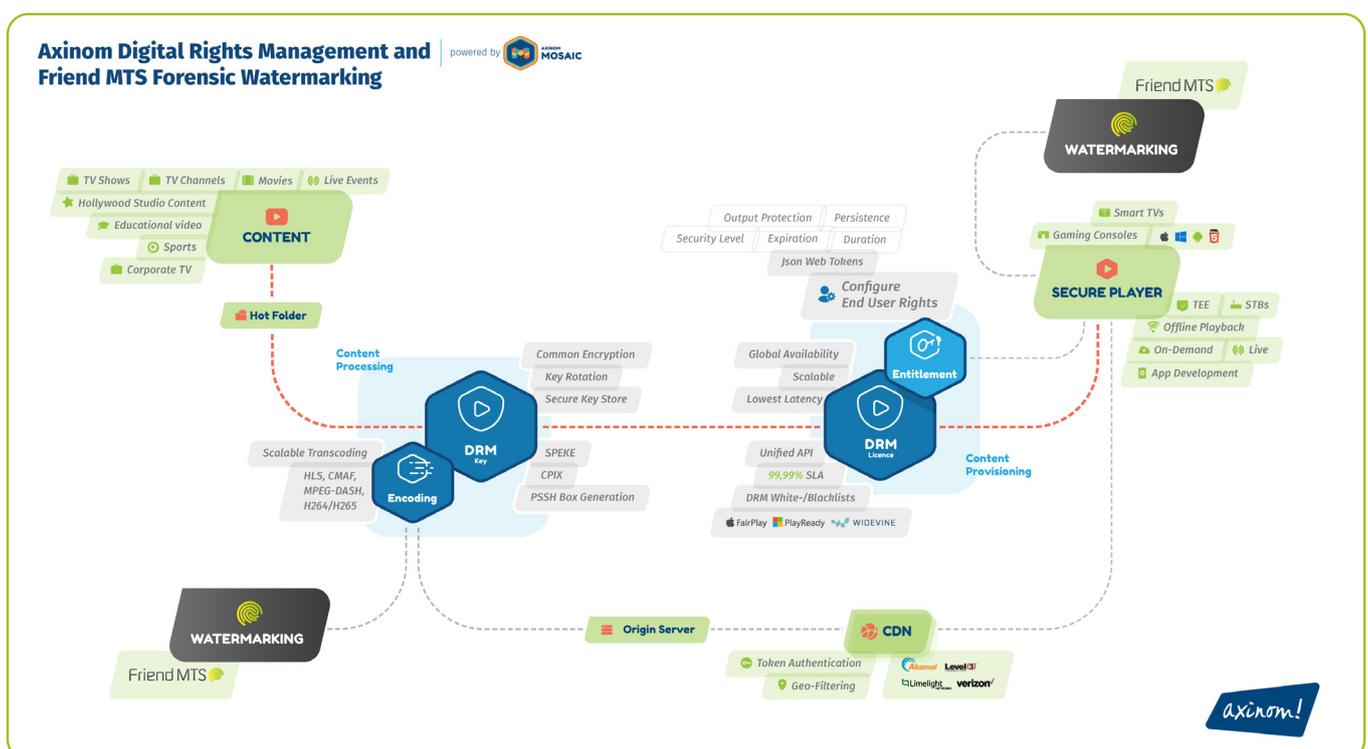
Incorporating multiple layers of security across all devices and environments is often a complicated, even daunting task, and can represent a significant time to market burden. Piracy occurs throughout the distribution chain, and even after point-of-delivery: detecting sources of leaks and being able to quickly disable them can be difficult to implement, and many solutions aren't able to operate effectively in fast-moving environments such as live and on-demand sports and events.

The Solution

Axinom and Friend MTS provide a comprehensive video security solution that ensures content is secured across all platforms and significantly reduces time-to-market for customers looking for end-to-end protection in multiple environments. With support for all major DRM technologies, including Google Widevine, Apple FairPlay and Microsoft PlayReady and integrated watermarking, the Axinom / Friend MTS solution protects content across all distribution models.

By combining multi-DRM management with real-time monitoring and forensic watermarking, operators can quickly identify compromised subscriptions and immediately shut down streams, or capture further information for subsequent follow-up action.

By overcoming the technical hurdles that can make it difficult to quickly halt a running stream, Axinom/Friend MTS provide unrivalled speed for detection-to-disablement of pirated streams.



Key Benefits

Highest levels of security

Supports hardware-level DRM protection of premium content with multi-key encryption of different content qualities and key rotation in linear and live streaming

Configurable access control

Highly configurable to support device security level configurations, output protection, real-time expiration, device revocation, limiting concurrent streaming, and more

Full platform support

Get going faster on the broadest range of devices. Smartphones (iOS and Android), smart TVs, set-top boxes, game consoles, and more are natively supported

Maximum availability

Guarantees maximum availability with a 99.99% SLA by running on globally distributed servers to enable low-latency license generation

Proven scalability

Designed to match even the peak demands of live streaming. Axinom DRM auto-scales and has been performance tested to serve 100,000 DRM licences per second

24/7 global monitoring

Continuous monitoring worldwide from systems deployed around the world, complemented by a 24/7 operations team

Imperceptible distributor identifier

Robust and unique watermarks are embedded into each distributor feed. The code is invisible to the viewer but can be recovered by our specialist detector software

Automated extraction

Once infringing content has been located, the service automatically extracts the watermark for precise distributor identification

Swift follow-up action

When infringing content has been identified, choice of remedial action can be taken, from automated take-down notices to automated stream shut down

Live and non-live capability

Suitable for linear, live and on-demand content, for both OTT and broadcast environments

Multiple integration methods

watermarking can be easily integrated with your current content workflow as a software library, virtual appliance or physical appliance

Uniquely tailored solutions born of real-world expertise

Friend MTS

Friend MTS has been at the forefront of video content security for 20 years.

Our patented video fingerprinting and forensic watermarking, monitoring and enforcement technologies are amongst the most widely-deployed in the sports, media & entertainment industry, and protect the content that is delivered to tens of millions of customer devices around the world. Friend MTS video security solutions are trusted by the biggest brands worldwide, including Sky, BBC, UEFA, Warner Bros. Discovery, DirecTV, Serie A, beIN, Rogers Media and many others.

axinom!

Axinom solves the evolving problems of content first platforms.

Media, broadcast and telecoms organisations worldwide partner with Axinom to solve the complex challenges of preparation, management, protection, and provisioning of premium content. The multi-modular video streaming and OTT platforms powered by Axinom serve millions of viewers worldwide while safeguarding content and revenues for companies such as Sky, ZDF and Zee5.

Next Steps

Contact us for a demonstration today, at enquiries@friendmts.com

Or sign-up for a free trial of Axinom DRM and learn more at portal.axinom.com/mosaic/free-trial?ct=cp

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