

## Detect and Disrupt Leaks Across Your Broadcast and OTT Services

Video piracy is more rampant, sophisticated and dangerous than ever. Leveraging advanced technologies, pirate networks are taking a large bite out of the revenue pie upon which pay TV and video distributors rely. In fact, it's threatening their very existence. To eradicate pirates from the playing field, you need a solution that changes the rules of the game. One with the tools to continuously monitor data from illicit streams, the workflows to locate and identify the stream and leak source, and the intelligence to recommend actions and disrupt services. That's why you need Synamedia's Streaming Piracy Disruption.

### Monitor Streaming Piracy Data with Watermarking and Smart Agents

Synamedia's Streaming Piracy Disruption (SPD) is a managed service suite for detecting and disrupting streaming piracy across your broadcast and OTT services. SPD is equipped with resilient watermark injection and verification technologies as well as industry-first smart agents embedded in the headend and/or client devices. Employing best-in-class monitoring techniques and operated by anti-piracy experts, SPD collects hard data and synthesizes it with human intelligence to effectively combat pirates.

#### Understand the wider piracy threat

At the heart of our game-changing service suite is Synamedia EverGuard, Synamedia's counter-piracy operations and intelligence center. Leveraging decades of security and video experience and expertise, Synamedia EverGuard enables our anti-piracy team to manage and analyze multiple data sources. It then provides insights into pirate ecosystems that are the root cause of threats to your business.

#### Leverage automated workflows for optimal impact

SPD includes automated workflows for locating the pirate stream and identifying its leakage point.

Built with a rich UI and newly designed dashboards for enhanced visualization and decision-making, SPD enables our expert analysts to recommend a disruption method against devices, accounts or streaming sites in a way that best suits your business. It then triggers an action to disrupt accounts immediately, or continues monitoring data until the "right time" to strike pirate networks with maximum impact, while encouraging viewers – both former and new – to subscribe to your services.

#### Deeper kind of intelligence

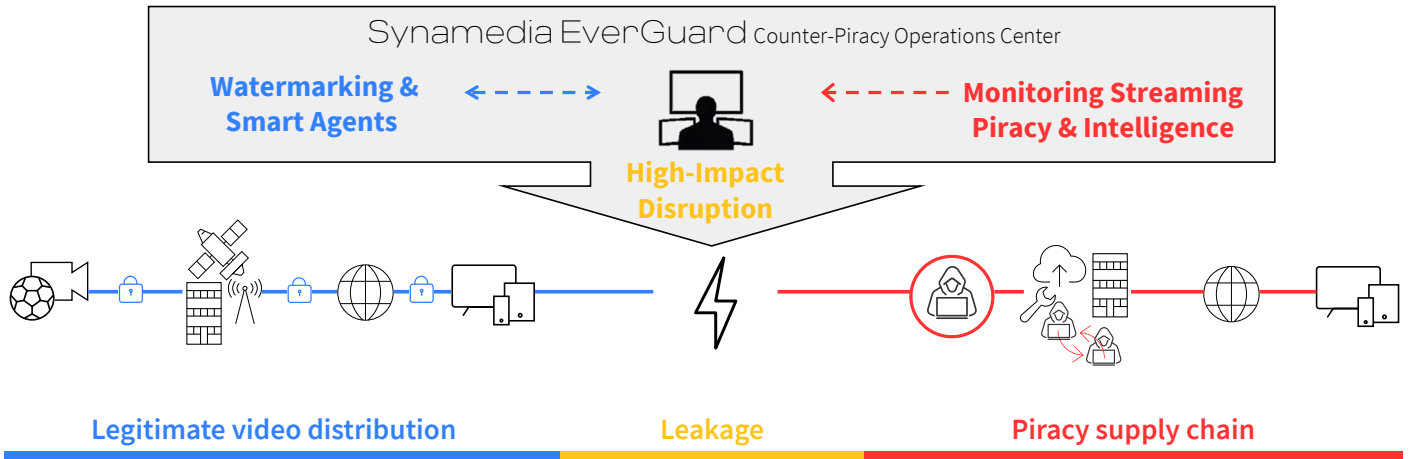
By combining advanced technologies with multi-source intelligence, SPD offers a new approach to support your fight against streaming piracy. The groundbreaking service suite provides unmatched insights into the mindset, infrastructure and business models of pirates, enabling you to protect revenues, negotiate fair content license terms, and ensure compliance.

### Highlights

- Detects leaks with watermarking and anti-piracy agents
- Combines monitoring with big data analytics and cyber intelligence
- Disrupts leakages effectively without having to wait for third-party takedown
- Offers end-to-end coverage across your broadcast or OTT delivery system
- Comes pre-integrated with leading media plane and CDN vendor solutions



# Streaming Piracy Disruption Managed Service



## Features and Benefits



### Monitor known pirate services and locate new players

- Locate/analyze pirate networks beyond web crawling to understand extent of your threat and apply fingerprinting to validate content
- Obfuscate tracking linear channels and special events to keep you under pirate's radar
- Conduct forensic analysis of piracy and global field investigations to complement your disruption activity



### Harness innovative watermarking and detection technologies

- Leverage headend and client watermarking to detect leakages across your broadcast and OTT streams
- Comply with studio regulations and rights obligations to ensure secure content and high-quality service delivery
- Show robustness against varied pirate circumvention techniques to preserve your long-term investment



### Apply a variety of leakage disruption methods

- Conduct multiple disruption options via diverse anti-piracy agents to overcome evasion tactics
- Support legal takedown notices to address third-party compliance alternatives
- Assist in evidence preparation to improve anti-piracy legislation



### Scale best-in-class anti-piracy services

- Take advantage of Synamedia global operations presence to cover all scenarios
- Continuously analyze effectiveness of data models behind disruption mechanisms to enhance future outcomes
- Utilize rich UI to fine-tune recommendations and generate reports to meet your specific business needs

## About Synamedia Video Security Solutions

Synamedia enjoys an unrivaled track record in providing video security for the world's leading pay TV operators and distributors, enabling them to protect and monetize their content and services. Leveraging decades of video security and operational security intelligence expertise, our end-to-end solutions provide multiple security layers to combat piracy effectively, and are continuously updated to counter new, evolving attacks. Our comprehensive security portfolio is pre-integrated into our broadcast, hybrid and OTT platforms, and can be adapted to meet specific customer needs.

## Next Steps

Learn more about [Synamedia's video security portfolio](#).

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