

PROTECT HIGH-VALUE LIVE & VOD OTT CONTENT

Streaming is now the dominant form of consumer video consumption.

To protect valuable content from piracy requires a forensic watermarking solution that offers enhanced scalability and optimization of network usage and resources.

The answer - placing the forensic watermarking function directly at the CDN Edge where individual consumer streaming sessions are delivered.

SOLUTION BENEFITS

- ✔ **Robust Protection:** Imperceptible video watermark protects against ripping, scaling, and transcoding, enabling traceability to each on-demand or linear streaming session.
- ✔ **Dynamic Deployment:** Protect content and deliver across multiple resolutions, including SD, legacy HD, 4K/UHD, and HDR, without impacting the viewer experience.
- ✔ **Flexible & Scalable:** Stream to any device type without having to change your application. Easily scale to millions of concurrent sessions with CDN Edge and caching.
- ✔ **Perfectly Combined:** Supported by the cloud-based NexGuard Detection Service provides automated, fast, blind detection of NexGuard forensic watermarks from pirate video acquired by anti-piracy services.
- ✔ **Edge Optimized:** Low latency, high scalability, and low-cost edge computation capability.

For over 15 years, major movie studios, content owners, and distributors worldwide have entrusted NexGuard Watermarking technology.

NexGuard Streaming on Edge



Key Piracy Fighting Use Cases

▲ PREMIUM CONTENT PROTECTION

Protect early release and 4K UHD/ HDR content, helping pay-TV operators meet the MovieLabs enhanced content protection specification and the Hollywood studios' requirements.

▲ DIRECT TO CONSUMER

Protect content delivered via linear services, PPV, VOD, virtual film festivals, and online screening.

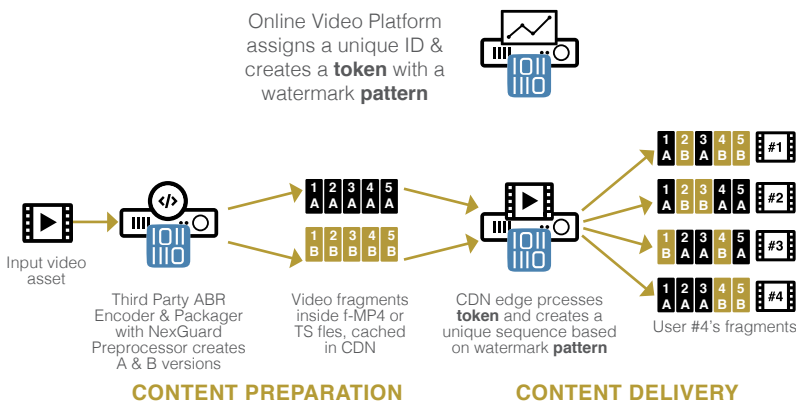
▲ LIVE SPORTS & EVENTS

Enable service providers to actively tackle content theft quickly and efficiently for time critical live events.

▲ ORIGINAL CONTENT

Protect your in-house developed movies and episodic content .

QUICKLY IDENTIFY PIRACY & SHUT IT DOWN



Key Features:

- Lowest end-to-end latency
- Optimized content preparation and cache usage
- Delivers a uniquely traceable sequence to every end-user with detection from minutes of pirated video
- Detection is fully automated—no additional information required.
- Works with all standard codecs (including H.264, HEVC, AV1, VVC, VP9, AVS2), streaming formats (including HLS and DASH) and DRMs
- Pre-integrated with a range of partner streaming products to support the rapid deployment of forensic watermarking on CDN edge.

Partners:



GLOBAL PAY-TV LEADER, \$1B REVENUES, LONG-TERM STABILITY

WHO WE ARE

SUCCESSFUL PROJECTS

500+
TV Providers
Globally

Focused on helping solution providers increase monetization and consumer reach through comprehensive security solutions.

SATISFIED CLIENTS

500m
Secured Devices
Served Daily

Customer-focused. Delivering solutions as a service to optimize time to market and reduce operational overheads.

CUSTOMER PROTECTION

4000+
Patent Portfolio

Robust IP protection with over 500 patents attributable to a wide range of innovative technology solutions.

FULLY CHARGED AND READY

Consumers are the central focus of all NAGRA Kudelski solutions. Working worldwide with major pay-TV and streaming service providers, we continually incorporate learnings and investment to ensure our solutions are fit-for-purpose to face the demands of today's consumers.

From turnkey applications to custom application development, NAGRA Kudelski is here to support your business needs.

[Contact us](#) to learn more.

