

YOU KNOW THERE'S A PIRACY PROBLEM.

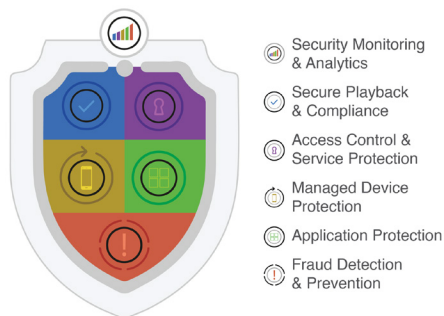
HOW BIG IS IT, WHERE IS THE MAIN THREAT AND WHAT'S THE BEST WAY TO REACT?

Piracy is omnipresent in our industry today. A lot is written about the size of the problem and how we, as an industry need to deal with it. But let's take a step back. How do you quantify the size of the problem, the size of the threat and how can you pro-actively mitigate against it in the first place?

Excellent intelligence is the key to any anti-piracy approach. Clear, unambiguous data not only allows anti-piracy teams to track the threat but also reveal the ecosystem in which it resides. At NAGRA, our Anti-Piracy Intelligence teams continually scan the web for threats, building one of the largest case books in the industry today. For our video service customers, we routinely sweep their networks to identify the scale of the problem and align the results with our case files to zoom in on the significant threats. With threats identified, it then comes down to inter-relationships between the pirate organizations and this ecosystem view allows organizations to identify the best targets to focus on. With threats identified and the ecosystem understood, it's then time to work with our law enforcement and other coalition partners to take direct action on behalf of our customers. [Operation 404.4 in Brazil](#) where NAGRA contributed intelligence-led evidence to several successful raids as part of an operation with Alianza, that

is equivalent to AVIA's Coalition Against Piracy (CAP) in Asia Pacific and is a great example of all these pieces working together.

However, what about the steps required to prevent piracy in the first place? As part of a good content and service protection strategy, several tools and technologies are required to all work together to monitor the impact of streaming piracy. Having a framework of services to call upon, such as NAGRA Active Streaming Protection, means all touch points can be secured – critical given the disparate nature of OTT ecosystems. For example, multi-DRM (Digital Rights Management) may secure content, but threats remain at a Content Delivery Network (CDN) level where pirates are known to access content for their own illicit gains. Server-side watermarking at the CDN edge can work alongside multi-DRM to



watermark content and provide leak detection. When further tools are added, such as identifying subscribers using fraudulent credentials, a fuller security view emerges. The results of multiple solutions working together are then shown through centralized security monitoring and analytics dashboards allowing the size of the piracy threat to be quantified. This holistic approach to content and service protection allows operators to turn parts of their business previously considered cost centers into profit centers as piracy threats are quantified and clear remedial actions identified.

If you're considering your next move in tackling pay TV or streaming piracy, why not have a conversation with the NAGRA Anti-Piracy teams as a next step? With 25+ years of experience gathering piracy intelligence across different types of networks, building complex ecosystem views to aid investigations, and working with customers around the world to deploy pro-active solutions, their help is [just a click away](#). ■

by Tim Pearson

Vice President, Solution Marketing, NAGRA



NAGRA the digital TV division of the Kudelski Group (SIX:KUD.S), provides security and multiscreen user experience solutions for the monetization of digital media. The company provides content providers and DTV operators worldwide with secure, open and integrated platforms and applications over broadcast, broadband and mobile platforms, enabling compelling and personalized viewing experiences. Please visit dtv.nagra.com for more information and follow us on Twitter at [@nagrakudelski](https://twitter.com/nagrakudelski).

For more insights into piracy in Asia, visit www.avia.org for the full Asia Video Industry Report 2023