Infinite Entertainment
This is the age of Infinite Entertainment

It’s Changing Everything…
Consumers have a greater choice of video content than ever, and they can watch it on an unprecedented number of devices and platforms. New players, unrestricted by geography and infrastructure, are producing their own award-winning content and transforming the landscape. Video pirates are exploiting the speed and ease of new IP technology to threaten operators’ revenue. The winners will be those who can deliver the personalized, real-time experiences that customers expect - and stand out from the mass of differentiated content and services out there.

We are Synamedia
With over 30 years of global expertise, we are the largest end-to-end supplier of solutions to the video and pay-TV industry. We can help you embrace this new world of infinite entertainment...

• Creating new ways for you to generate revenue and value
• Optimizing and transforming your infrastructure
• Enforcing your content rights proactively

While we are in a golden age of video consumption, our customers face challenges, including the rising cost of content and soaring piracy levels. We will help our customers optimize their current infrastructure and capitalize on OTT and IP distribution to expand consumer choice and convenience, secure their income, and generate new revenue streams.

Yves Padrines, CEO of Synamedia

Our Mission
To transform the way the world is entertained and informed.

Our vision
To provide the leading technology platform and services that help pay TV players, telcos, and media to shape the future of video.

What we do
We build and deliver the world’s most complete, secure, and advanced end-to-end video technology platform.
Cloud DVR: Let your viewers take control of their TV experience

Your subscribers expect to watch an infinite number of shows on any number of devices. With our high-agility Cloud DVR infrastructure, you can offer them extra storage and more viewing options. They’ll be able to record and play back live assets through a time-shifted TV (TSTV) or DVR format over any network, on any supported device, at any time.

**Address market-specific challenges**
Whether it’s segmenting your storage to reduce costs by up to 40%, or complying with diverse copyright policies, the Cloud makes it easier to adapt to your marketplace.

**Reduce your costs**
Eliminate capital expenditure and expensive support with remote set-up, automated updates, and virtually unlimited storage.

**Rely on our proven expertise**
We serve more than 13 million subscribers across multiple device ecosystems, deploying exabytes of storage for millions of recordings every day. You can count on us.
Our industry is changing and consolidating. The growth of IP streaming services presents major challenges for those looking to deliver a video experience that matches, or even exceeds, traditional broadcasts.

Whether you are a content provider, service operator, or media distribution network, our Video Network solutions enable you to address that change.

They are built to help you optimize your end-to-end video workflows from acquisition to delivery, and extract more value from your existing headend, media data centers, and delivery components.

**Video Network Solutions**

**Guarantee the quality of your content**
Make sure your content is delivered without interruption and at the highest quality thanks to the latest codecs – while continuously reducing the bandwidth it requires.

**Protect your video and audio**
Secure your media over any link – whether it’s satellite, managed IP connection, Internet, or CDN.

**Simplify your workflows**
Manage, monitor, and optimize your media workflows, while maintaining control of quality.

**Give viewers the best possible experience**
Deliver ultra-HD, low-latency video, and immersive sound every time by combining broadcast and IP distribution.

**Deliver faster innovation, with zero disruption**
Shift to software-centric video processing, and combine all essential broadcast and broadband functions into one converged solution.

**Enhance your infrastructure**
Deploy new services, scale up easily, and optimize your costs with a hybrid on-prem and cloud architecture.

**Deliver the same premium experience to millions of viewers**
Scale easily without having to compromise on high bandwidth or low latency.

**Maximize the efficiency of your Content Distribution Network**
Enhance actively developed HTTP cache software with Synamedia’s solution for centralized provisioning, monitoring and analytics.
Helping You to Win

It’s never been harder to identify and disrupt pirates and hackers around the world. Their tactics keep evolving. But so do ours.

To tackle mass piracy, you need continuously evolving video security that works across DTH STBs, OTT streaming, downloading, and every hybrid distribution method in between. As a pioneer and industry leader in video security, we combine technology with proactive security. Our comprehensive portfolio of products and services protects the media value chain, while detecting and disrupting those who seek to profit through theft of live sports, news, entertainment, and other premium content.

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**Safeguard your OTT Service**

Protect the premium video that is being downloaded and streamed over IP networks to any connected device, anywhere, anytime. Our multi-DRM framework applies the most robust IP streaming protection to safeguard your service end to end. Additionally, our solution ensures app and device integrity to secure your service on connected TVs, streaming players, smartphones, tablets, and PCs.

With VideoGuard OTT Security, your business can:

- Offer competitive content by complying with studio requirements for Enhanced Content Protection (including 4K/UHD)
- Rely on a reputable security vendor that provides multi-layered security beyond DRM, enhanced by piracy intelligence
- Launch your service quickly with an end-to-end solution that leverages industry standards and is easy to integrate
- Grow your service with a scalable solution that aligns with continually evolving platform and streaming standards

**Secure your Broadcast Service**

Protect your broadcast video content and service over managed satellite, cable, and telco networks with VideoGuard® Broadcast Security. Using multi-layered security and set-top integration, VideoGuard has successfully provided robust protection for live, on-demand, and recorded content with zero security breaches since 2002.

With VideoGuard, your business can:

- Safeguard the revenue you gain from the premium user experiences you deliver over any managed network
- Entrust your broadcast service protection with a reputable security vendor, warranted by multi-layered security and piracy intelligence
- Offer premium content by complying with studio requirements for Enhanced Content Protection (ECP)
- Reduce your total cost of ownership with bandwidth savings and minimal backend extension to new platforms

**Detect and Disrupt Streaming Piracy**

Identify, pursue, and disrupt the source of video piracy across your broadcast and OTT service. With our winning combination of intelligence from our Operational Security experts, forensic watermarking, pirate service monitoring, and analytics, we’ll help you stop pirates in their tracks.

With our streaming piracy detection and disruption solution, your business can:

- Overcome the tactics that pirates employ to evade detection and disruption
- Target your direct illegal competitors, namely subscription pirate networks, as well as piracy on the open Web
- Reduce viewers’ confidence in pirate services by repeatedly disrupting live/linear pirate streams
- Convert piracy viewers into subscribers by leveraging disruption technology for marketing
- Rest easy while we constantly improve your anti-piracy efforts and strategy

**Tackle Mass Credentials Sharing**

Detect and classify credentials sharing activity on your customers’ streaming accounts using our behavioral analytics, machine learning models, and intelligence. Our automated tools provide actionable criteria that enable you to upgrade shared accounts to premium packages and target individuals at scale for generating incremental revenue. We’ll also help you detect and shut down large-scale, for-profit credentials sharing accounts run by fraudsters.

With our award-winning Credentials Sharing Service, your business can:

- Increase concurrency and device limits for honest users by classifying shared accounts
- Grow your business and minimize sharing losses by employing an automated response, at scale, based on sharing patterns
Data Analytics and Advertising

In a world of Infinite Entertainment, you have the opportunity to combine the accuracy of digital with the reach of TV. By harnessing real-time video analytics and third-party data, you can establish exactly who’s watching what and who could be engaging with them. You’ll be able to increase customer engagement and create new sources of revenue through video analytics and targeted TV advertising.

Attract new advertisers
Empower brands and customers that previously weren’t interested in mass media by giving them access to the audience segments they want.

Increase ad effectiveness
Track reach and penetration down to the household level – so you pay only for the audience you want, and never waste marketing budget again.

Multiply the value of your inventory
Target multiple households with different ads to generate revenue from multiple advertisers – for the same ad spots.

Services & Support

Our teams have seen hundreds of transformations. We can help you work out what you need, how to configure it to your market, and how to get up and running faster.

Professional Services
Adapt our products and SaaS offerings to your local needs through our Management and Engineering Services.

Support & Delivery
Successfully launch and maintain your services powered by Synamedia solutions with the help of our expert support and training organization.
Why Synamedia?

• Trusted by over 200 pay TV operators
• Over 30 years of local and global expertise
• Deployed in 320 million active devices
• Over 50% of tier 1 providers are Synamedia customers
• Over 900 US and non-US patents
• One of the pay TV industry’s biggest players (Sky) has become part owner of Synamedia
• Over two-thirds of our employees work in R&D

We are Respected and Trusted Across the Industry

The world’s largest satellite DTH, cable and OTT operators, content owners, and broadcasters trust Synamedia to help them generate new revenue streams, embrace IP, and protect revenue.

Synamedia.com
17 Offices and R&D Centers

- USA - Lindon, UT
- USA - Boxborough, MA
- USA - Lawrenceville, GA
- CANADA - Toronto
- ENGLAND - Staines (Corporate Headquarters)
- ENGLAND - Chandlers Ford
- FRANCE - Boulogne - Billancourt
- BELGIUM - Kortrijk
- SWEDEN - Stockholm
- INDIA - Gurgaon
- INDIA - Chennai
- INDIA - Bangalore
- ISRAEL - Jerusalem
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3.0 Helping You to Win