

Safeguard your OTT Content, Service and Revenue

OTT services are essential to the pay TV offering, but providers are hard-pressed to secure and maximize them, particularly given today's dynamic landscape. For starters, you need a DRM system that supports many consumer devices and platforms to ensure that the right subscribers access the right content. To protect your service, you need to keep up with frequent cross-industry platform, streaming format and encryption updates. And with pirates continuously attacking vulnerabilities across the complex OTT ecosystem, you need to combat them with the same agility to stay one step ahead.

What you need is a comprehensive, yet easy-to-operate, service and revenue protection solution that seamlessly integrates with your platform. Synamedia's OTT Security is the answer.

Holistic Security Beyond DRM

Synamedia's OTT Security is a holistic solution that safeguards your entire OTT service. Leveraging complementary security technologies and services, the solution enforces your service policies to monetize your offering while reducing total cost of ownership.

As a leader in video and security for over three decades, Synamedia brings together the best of those two worlds in OTT Security. Anchored by industry-approved DRM technologies, Synamedia's OTT Security can incorporate additional layers of defense to proactively address both future and real-time piracy attacks. From app integrity checks, through Enhanced Content Protection (ECP) compliance assurance, to streaming piracy disruption, our end-to-end solution addresses **all** of your security and anti-piracy needs.

Extend your revenue reach

Synamedia's OTT Security provides an SDK for a variety of connected devices, including STBs, tablets and mobile phones. It also supports diverse consumption models – such as linear channels, VOD, and download-and-go – to broaden your audience reach and offering. You can

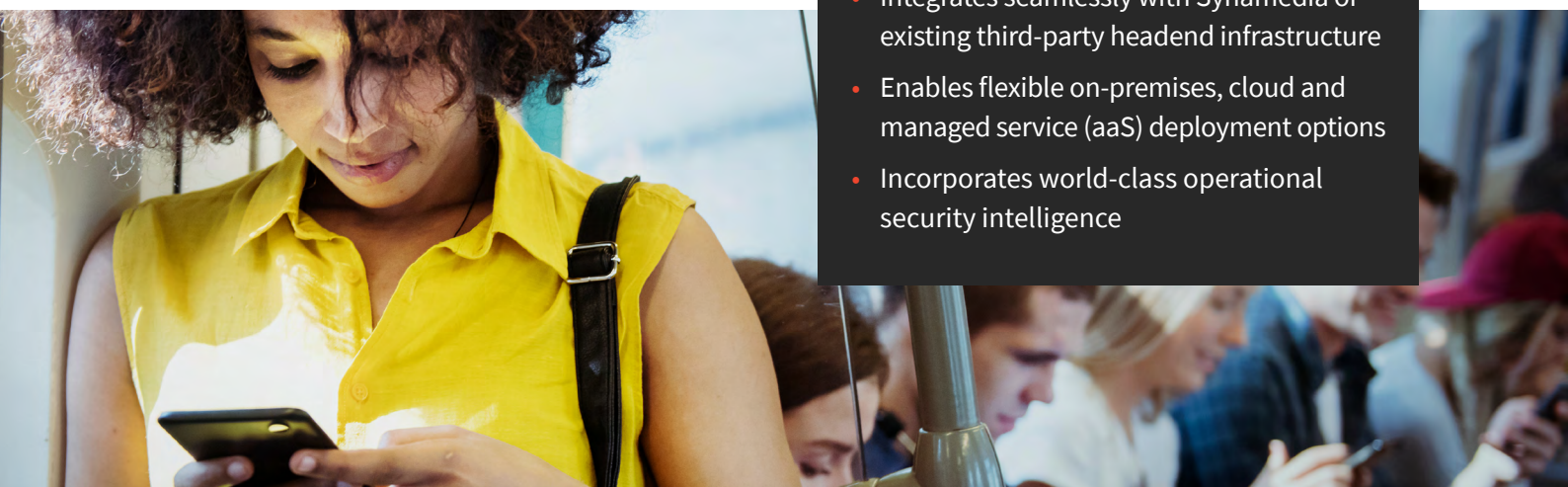
apply a range of business models, including purchase, subscription and rental, while enforcing concurrency limits and in-home proximity to maximize your monetization opportunities.

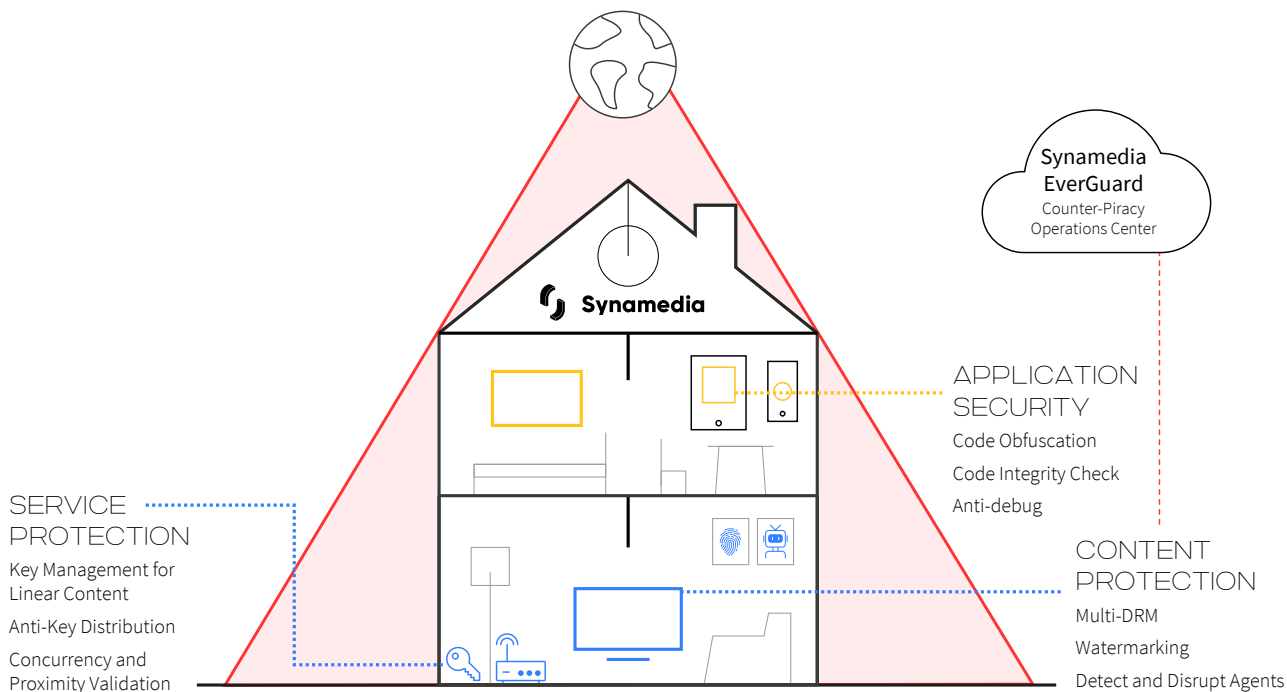
Built for efficiency

Designed with modular architecture and using industry-standard APIs, OTT Security easily integrates with Synamedia or existing third-party headend infrastructure to accelerate your time to market. The flexible, cost-efficient solution optimizes streams, storage and download time to lower total cost of ownership, enabling you to evolve your business without delay.

Highlights

- Offers a multi-level holistic approach for service and revenue protection
- Secures video content delivered to any connected device – anytime, anywhere
- Integrates seamlessly with Synamedia or existing third-party headend infrastructure
- Enables flexible on-premises, cloud and managed service (aaS) deployment options
- Incorporates world-class operational security intelligence





Features and Benefits



Secure your content and service

- Utilize Synamedia watermarking, smart agents, and operational security intelligence to detect and disrupt piracy networks
- Offer key rotation, event-based keys, and separate audio and video keys to raise the bar against key distribution attacks
- Leverage native DRM's to comply with studio requirements for Enhanced Content Protection (ECP)
- Support linear and VOD consumption models to protect a range of services



Provide comprehensive application coverage

- Apply a full-service protection solution to enhance the security of content on your unmanaged devices
- Ensure service and application integrity through obfuscation, code integrity, anti-debug and jailbreak/root detection



Maximize subscriber revenue

- Limit the number of subscriber devices, in-home viewing/downloading, and concurrencies to enforce service policies
- Offer purchase, subscription and rental payment models to optimally grow your revenue
- Add tailored rules easily to handle new business models



Reduce total cost of ownership

- Take advantage of stateless architecture to scale your service and coverage as needed
- Optimize streams, storage and download times to increase your cost efficiency
- Deploy on-premises, in cloud or as a managed service to suit your growth strategy

About Synamedia Video Security Solutions

Synamedia enjoys an unrivaled track record 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 solutions](#).

For more information, [contact us](#).