Synamedia
EverGuard

Detect and Disrupt Leaks to Protect Your Content and Revenue

Video piracy is more rampant, sophisticated and dangerous than ever. Leveraging advanced technologies, pirates are taking a large bite out of the revenue pie and content rights investments upon which you and other video streaming services rely. It's even threatening your very existence. To eradicate pirates from the playing field, you need a solution that changes the rules of the game. One with automated tools that you control in order to monitor illicit streams at scale, identify leak sources, and apply disruptive actions. All this while delivering a high-quality service to your viewers that aligns with your video infrastructure and existing anti-piracy workflows. That's why you need Synamedia EverGuard.

Apply Watermarking, Monitor Pirate Streams, and Take Action

Synamedia EverGuard is a comprehensive, modular solution suite that detects and disrupts streams found in all pirate services. Powered by Synamedia's forensic watermarking (WM) technology, Synamedia EverGuard accurately tracks the source of leakage to combat piracy attacks. The suite includes optional automated monitoring and enforcement capabilities that close the detection-disruption cycle quickly.

Deliver video with robust, golden-eye WM technology

Synamedia EverGuard tracks leakage sources with watermarking. Since the EverGuard Watermarking solution is content-aware, it is not only resistant to pirate manipulations, but also imperceptible, thereby meeting studios' golden-eye standard. Synamedia EverGuard is also cost-effective: it embeds the watermark after encoding to avoid doubling of resources and operational costs.

Intelligence-based piracy monitoring at scale

Synamedia EverGuard's optional automated monitoring module leverages Synamedia's cyber intelligence database to fight piracy efficiently and effectively at scale. The database is updated dynamically by global scans to map the piracy ecosystem for enhanced tracking and disruption. Offering unprecedented monitoring coverage of all pirate services, Synamedia EverGuard also tracks at scale to handle live events and premium VOD.
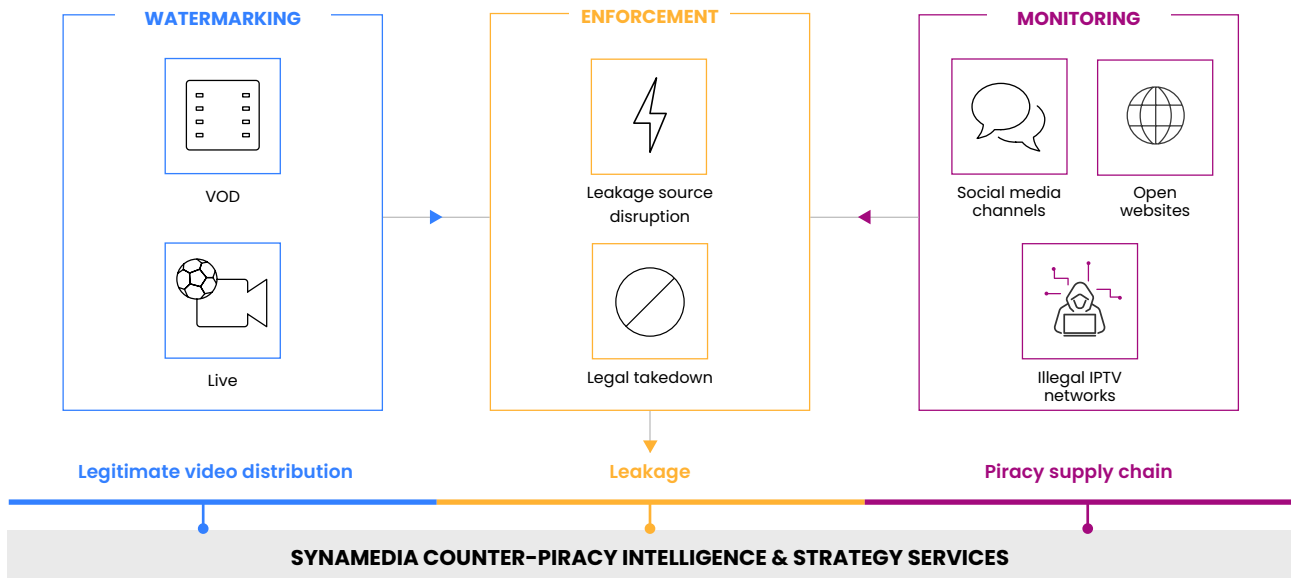
Orchestrate anti-piracy workflows via SaaS platform

Synamedia EverGuard is an interactive SaaS platform that leverages Synamedia's anti-piracy intelligence and technologies to orchestrate automated workflows for watermarking, monitoring, and disrupting illicit streams at scale. When stolen content is located and identified, Synamedia EverGuard disrupts piracy by revoking pirate access to leaked content at source, and tracks enforcement in the EverGuard operations console. EverGuard's modular design also ensures that you can integrate with any existing anti-piracy monitoring service and workflow.

Highlights

- Detects leaks with robust, efficient forensic watermarking technology
- Leverages Synamedia's unrivalled piracy intelligence to locate pirated content fast
- Monitors all pirate services - open web, social media and IPTV networks
- Disrupts leaks effectively without having to wait for third-party takedown
- Provides an all-inclusive yet modular detection and disruption offering
- Comes pre-integrated with leading encoding and CDN vendor solutions

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451.91

152.68

279.82

73 7

801 1

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WATERMARKING

VOD

Live

ENFORCEMENT

Leakage source disruption

Legal takedown

MONITORING

Social media channels

Open websites

Illegal IPTV networks

Legitimate video distribution

Leakage

Piracy supply chain

SYNAMEDIA COUNTER-PIRACY INTELLIGENCE & STRATEGY SERVICES

Features and Benefits

Harness innovative watermarking to optimise your content investment

- Embed a watermark after encoding to lower your total cost of ownership
- Keep pace with evolving circumvention methods, including patent-pending anti-collusion capabilities, to preserve your long-term investment
- Ensure high-quality VOD and live streaming service delivery to comply with studio and licence rights obligations
- Pre-integrate with leading media plane and CDN vendor solutions to maximise infrastructure investment

Launch advanced, automated monitoring campaigns and disruption capabilities

- Disrupt live content leakage sources through built-in headend watermarking capabilities to frustrate pirate viewers and increase pirate costs
- Issue legal takedown notices to leverage and track compliance of piracy hosting platforms
- Reliably and accurately collect evidence via keyword similarity, logo detection and digital fingerprinting techniques to effectively combat piracy

Leverage SaaS operations console to act more effectively

- Onboard your settings easily to take control of your anti-piracy workflows
- Continuously track your impact to fine-tune your anti-piracy activity and share with stakeholders
- Observe real-time intuitive dashboards, analytics and reports to shorten review cycles

About Synamedia Video Security Solutions

Synamedia enjoys an unrivalled track record providing video security for the world's leading pay TV operators and distributors, enabling them to protect and monetise 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 EverGuard**.

For more information, **contact us**.

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