Real-world anti-piracy solutions for sports leagues & broadcasters

Robin Boldon, SVG Summit
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Friend MTS

Friend MTS – keeping live sports a step ahead

- **Industry-recognized leader** in anti-piracy technology, monitoring, enforcement and business intelligence

- **Exclusively focused** on video piracy

- Deployed in **tens of millions** of set boxes and apps around the world

- **Rapid take down of** content pirates, within minutes – mission-critical for sports broadcasts

- **Real-world, scalable** solutions, large scale deployments

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Coming up

Case study – Friendly TV

Piracy attack vectors across platforms

Detect, Deter, Analyze

Monitoring & Enforcement

Content Protection

Results

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This is a true story.

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Our case study

- Large telco/broadcaster

- Multi-service operations across own and distributor platforms

- Pay TV

- Linear channels via
  - Satellite
  - Cable
  - IP

- OTT services via
  - Apps
  - Web

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Pirates will always choose the **cheapest, easiest to capture** and most **scalable** service to source from

Distribution path	Delivery medium	Technical Protection Measure (TPM)	Attackable?	Attack vector	Preventive Technology (Friend MTS)
Linear	Satellite, Cable, IP	Conditional Access (CA)	☠	Intercept/break ECMs/EMMs	Subscriber ID watermarking
		HDMI	☠	Strip HDCP	Subscriber ID watermarking
OTT	Apps	DRM, CDN	☠	Steal keys, CDM exploits, credential sharing	App hardening, Subscriber ID watermarking
	Web	Browser security	☠	Hack player access BG code and content	Code and app hardening
Content syndication to 3rd party platforms	Satellite, IP	IRDs, CA, ACLs, MAC	☠	Downstream attacks on 3rd party platforms	Distribution ID watermarking

Content Protection Program

- Aligned to distribution channels
- C-suite sponsorship
- Global program with regional focus
- Established incident response
- Efficacy KPIs aligned to overall business objectives
- Strong ties with law enforcement and industry peers

Global monitoring & legal enforcement

Enforcement, monitoring, business intelligence

Friendly TV

Original content
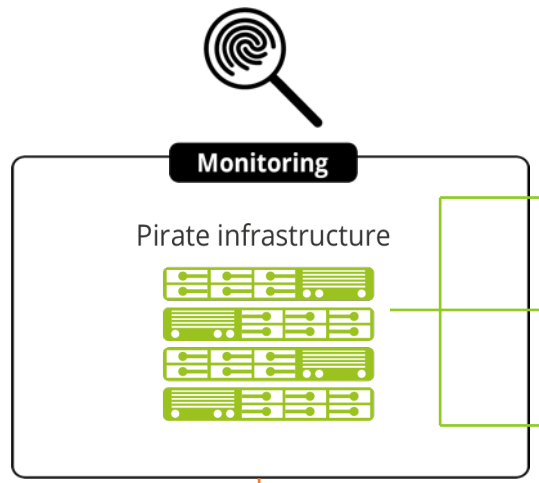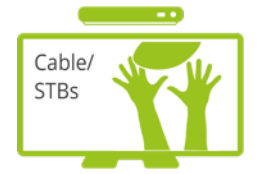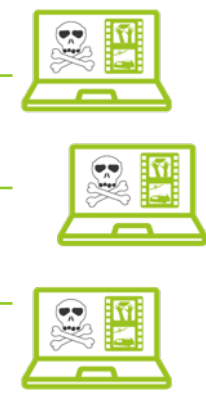
PARTNERS & LICENCEES

Rights holder's distribution

Fingerprinting

DISTRIBUTION NETWORKS

Cable/STBs

OTT

Monitoring

Pirate infrastructure

Illicit viewing of content

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Content protection program
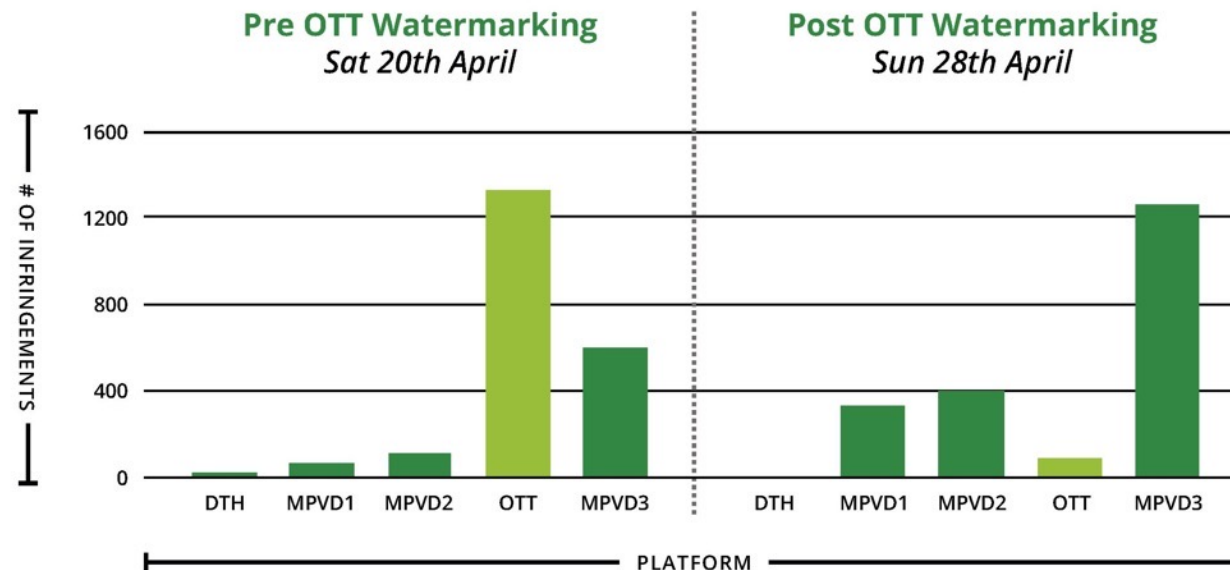
Real world effective results

- Objective: identify, locate and cut off access to the source of piracy

- Major OTT platform cut sports piracy of protected channels by 97% within days

- Tier 1 broadcaster reduced set-top box piracy of protected channels by 98%

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Takeaways

- Pirates will always choose the cheapest, easiest to capture and most scalable service to source from

- If the entire distribution chain is not protected, none of it is

- A comprehensive, well-implemented security system deters pirates

- Know your infrastructure, get to know its potential attack vectors – consult the experts

- Enforcement does work – but more legislation definitely helps!

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Thank You.

Robin Boldon

rboldon@friendmts.com

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