Friend MTS

Protecting content + revenue

Distribution iD

Distributor-level watermarking
& content monitoring

Distribution iD

Distributor watermarking & content monitoring

Distribution iD enables programmers and channel owners, who are distributing premium content to multiple pay TV platforms, to identify the distribution partners from whom content is being stolen by video pirates. A list of the distributors with the weakest security can be generated to focus content protection measures.

This highly effective watermarking and content monitoring service is ideal for enhancing the security of live, pay-per-view and on-demand assets.

Better targeted security

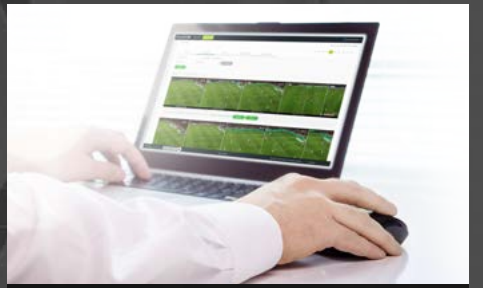
By identifying the international or national distribution paths behind content theft, Distribution iD improves the targeting of enhanced security in the regions where piracy is prevalent.

Tighter content protection may require the deployment of subscriber watermarking by the pay TV platforms.

Most deployed watermarking

Distribution iD is based on our ASiD watermarking, the world's most widely deployed subscriber watermarking.

It has been independently tested for robustness and evaluated by 'golden eyes', making it Hollywood Studio approved and meeting the needs of sports rights owners.



Automated content monitoring

The highly automated content monitoring scales for the largest live events, and captures thousands of hours of video daily.

The monitoring detects Kodi and Android based streaming piracy services, as well as mobile apps, websites and social media.

Distribution iD

Rapid deployment of watermarking

The **Distribution iD** watermarking and monitoring service can be rapidly deployed, using either fully cloud-based workflows or video processing hardware for watermark insertion.

loud-based, distributor-level watermarking insertion is available through Distribution iD's interoperability with AWS Media Services video processing.

Hardware based watermark insertion can be deployed using IRDs, encoders and video processors, including Lynx Technik greenMachine.

Distribution iD

Advanced monitoring of streaming piracy

The Distribution iD service extends the capabilities of Friend MTS' Global Monitoring Platform, which uses fingerprint-based content recognition to identify streaming piracy in seconds.

The monitoring scans an extensive managed catalogue of known piracy sources, including Kodi and Android based illicit streaming services, and content sharing by mobile apps, websites and social media.

The captured content is analysed, and the distributor-level watermarking is automatically extracted to identify the pay TV platform partners from whom content has been illegally redistributed.

Distribution iD

Protection across entire delivery path with multi-layer watermarking

Distribution iD distributor-level watermarking is designed to operate alongside ASiD subscriber-level watermarking. This multi-layer watermarking capability provides highly effective content protection across the whole delivery chain.

The ASiD service can be deployed by partner pay TV platforms, and it allows the identification of the individual subscribers behind content redistribution so their access can be revoked.

***Distribution iD** is ideal for protecting premium live sports and entertainment content*

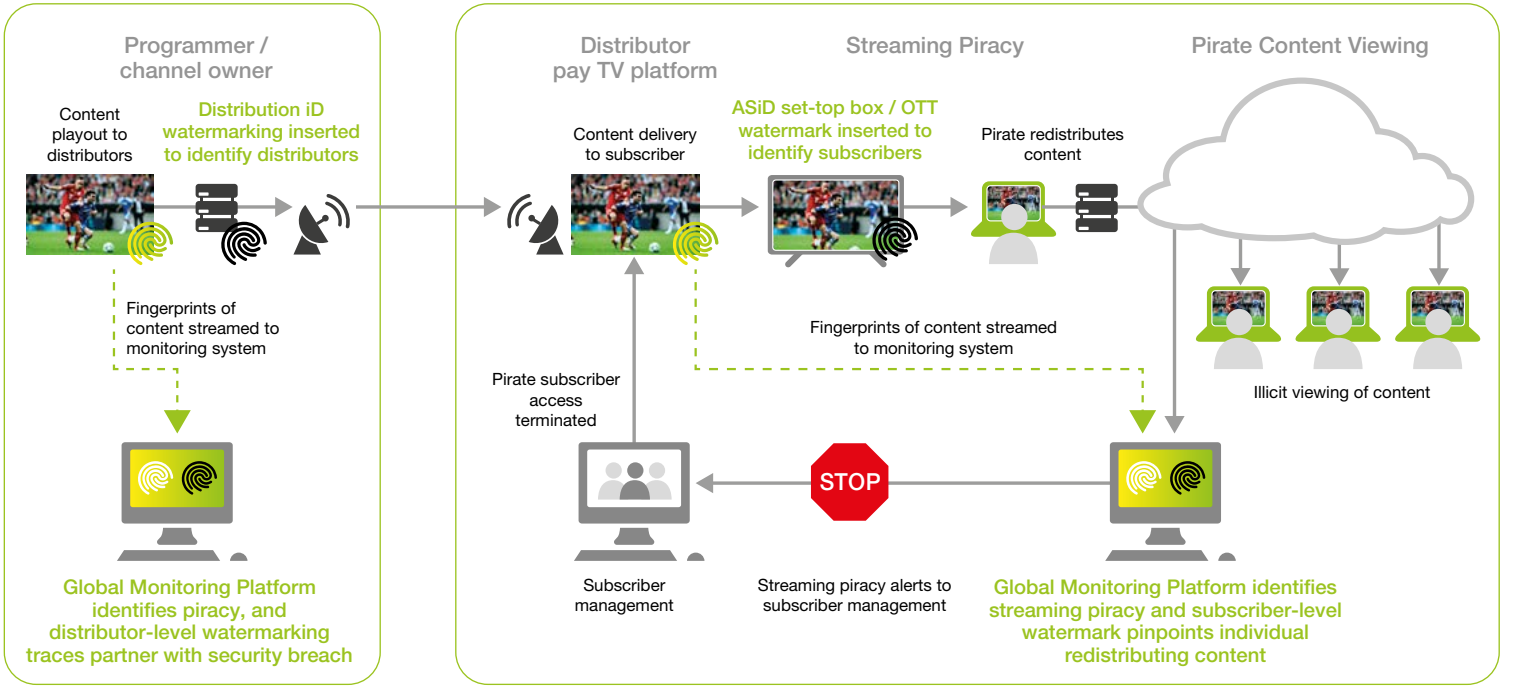
Distribution iD

Multi-layer watermarking workflow

This schematic explains a typical multi-layer workflow, using **Distribution iD** distributor watermarking and **ASiD** subscriber watermarking.

The workflow starts with monitoring the programmer/ channel owner's content using fingerprint-based asset recognition. The next step is the insertion of distributor watermarking during playout. When streaming piracy is identified by the Global Monitoring Platform, the watermark is extracted to trace the pay TV platform that is the source of the piracy.

Downstream, the pay TV platform uses subscriber watermarking to identify the individuals responsible for illegal redistribution.



Distributor-level watermarking

Subscriber-level watermarking

Friend MTS' proprietary security technology will keep you one step ahead of piracy threats. Secure your content and protect your revenue with the global leader in the anti-piracy space.

Contact us for a demonstration today

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www.friendmts.com

Friend MTS services are subject to ongoing development and specifications may change

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