CASE STUDY
WATERMARKING

CLIENT
British Film Institute (BFI)

CONTENT
BFI Flare: London LGBTIQ+ Film Festival

DATE
March 2021

SCOPE
Friend MTS was engaged to protect 20+ exclusive films streamed over the course of a 12-day festival.

IN PARTNERSHIP WITH FRIEND MTS
The Film Festival was additionally secured with the client hardening solution from Jscrambler, which prevented tampering and ensured the code running on the client was robustly secured, regardless of the trust level of the device.

> "Friend MTS' ASiD solution has given us more confidence presenting exclusive online premieres. Their service is easy to integrate with, cost-effective and their team's support is top-notch."
>
> — *Margo Cayla*,
> *Product Manager, Digital & Ventures, British Film Institute*

APPROACH

BFI trusted Friend MTS' **ASiD OTT Client-composited watermarking** solution to apply subscriber-level watermarks to the playback of all available feature films on BFI Player as part of the BFI Flare: London LGBTIQ+ Film Festival programme.

ASiD iQ, an add-on business intelligence service, was used to retrospectively interrogate and analyse watermark session log information in order to further support the identification of any suspected bad actor through watermark extraction.

EXECUTION

» **STRAIGHTFORWARD INTEGRATION: ASiD** technology integration was completed within a very short timeframe, and the operation during the festival was seamless, with no performance issues or downtime.

» **MONITORING, IDENTIFICATION, EXTRACTION:** BFI monitored for watermarked content throughout the festival. Upon identifying any infringing video, they would report details to Friend MTS for watermark extraction, enabling BFI to identify the subscriber and take appropriate action.

TAKEAWAYS

Subscriber-level ASiD Watermarking from Friend MTS allows for quick piracy detection and provides BFI the information necessary to take appropriate and immediate action to disable piracy at its source.

In addition to enabling analysis of the behaviour of an individual who is suspected of pirating content (after a successful watermark extraction), **ASiD iQ** can also be employed to identify common patterns of fraudulent behaviour in order to proactively identify accounts that may be suspicious and consequently apply additional focus to those subscribers in order to make watermark extraction faster and more robust.

BFI and Friend MTS intend to continue our partnership for future film festivals to protect BFI's content and revenue.

Friend MTS