FORENSIC WATERMARKING

SK Broadband Selects NAGRA NexGuard Forensic Watermarking for Pay-TV

Protecting Content from Piracy with Forensic Watermarking Trusted by the Motion Picture Industry

SK Broadband, one of the largest Internet providers in South Korea, selected the NAGRA NexGuard Pay-TV to protect premium and 4K content on its IPTV set-top boxes (STBs).

Opportunity: South Korean operators often attract viewers with early-release and premium video on demand (VOD). With the arrival of 4K content and rising piracy levels, the studios and content owners have pressured operators to watermark 4K and premium window content to facilitate the tracing of leaks. SK Broadband originally used a local watermarking product but was dissatisfied with the way it degraded picture quality.

Collaboration: SK Broadband selected the NAGRA NexGuard Pay-TV solution, which embeds a subscriber-specific, forensic watermark in a managed, pay-TV client device, such as a set-top box (STB) or smart TV. The NAGRA indelible, invisible watermark technology is trusted by the Academy of Motion Picture Arts and Sciences and does not affect picture quality. It is supported by all major chipset vendors and complies with the security requirements of premium and 4K content owners.

Benefits:

- While piracy and illicit distribution of content may be inevitable, SK Broadband now has a reliable, industry-proven means of tracing leaks back to the STB of origin.
- By deploying NexGuard Pay-TV forensic watermarking, the operator can now be confident of delivering secured premium content to consumers.
- The deterrent effect on piracy meets the security needs of content owners and assures the operator of continuing eligibility for early-release and premium VOD.

NAGRA KUDELSKI PORTFOLIO SPOTLIGHT:

CLIENT	SK broadband
COUNTRY	
SOLUTION	Forensic Watermarking

> We selected the NAGRA forensic watermarking solution for set-top-boxes because it enables us to meet content owner requirements for the protection of premium content, including 4K, with the insertion of an invisible watermark without affecting video quality. The close proximity of the NAGRA team to the Los Angeles studios was a strong consideration in our selection of NAGRA."
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> *– SangBum Lee, VP, SK Broadband*

OUR VALUE DELIVERED

Complying with Studio Standards

Piracy is the enemy of content owners, producers and distributors, who insist on high standards of protection and a means of tracking down stolen content. SK Broadband chose NexGuard Pay-TV for the NAGRA portfolio of more than eighty watermarking-related patents, its ability to watermark invisibly and its close, trusted relationships with studios. The Academy of Motion Picture Arts and Sciences uses NexGuard forensic watermarking in its Academy Screening Room, part of the screening process for the Oscars®, to control piracy.

Tracing Piracy

Early-release, premium and 4K content all represent a substantial content investment by operators like SK Broadband. Unlawful copying makes it difficult to recover that investment, so deterring piracy has long been a goal for pay-TV operators, producers and content owners. NexGuard Pay-TV is a studio-approved watermarking solution to protect premium pay-TV services, including 4K Ultra HD and premium VOD content, delivered through STBs. It empowers the operator to not only audit content, but also track down stolen content and illicit distribution channels.

Preserving Picture Quality

Protecting the content is only half the task; SK Broadband wanted protection that did not affect picture quality. NexGuard Pay-TV software is built into the toolset used for Android TV, allowing the operator to deploy protection to more than ten different types of STB in a single integration. Forensic watermarking is now active on SK Broadband's STBs with chipsets from dominant vendors, such as Broadcom, Amlogic, Synaptics and Marvell, with no additional video processing at the head end and no degradation of picture quality.