Viaccess-Orca Partners with ATEME to Pioneer Pay-Per-Use Contribution Watermarking Solution

New Solution Offers Unique Business Model Enabling Fast Time to Market

PARIS — Oct. 20, 2021 — Viaccess-Orca (VO), a global leader providing OTT and TV platforms, content protection, and advanced data solutions, and ATEME, the leader in video delivery solutions for broadcast, cable, DTH, IPTV, and OTT, today announced a cutting-edge contribution watermarking solution. VO's software-based dynamic watermarking technology is embedded and ready to use within IRDs and encoders from ATEME, enabling content owners and providers to precisely identify the source of video piracy leaks within various distribution channels. Offering a unique pay-per-use business model, the solution removes complex pricing traditionally associated with watermarking, enabling faster technology adoption.

"Piracy is evolving. Hackers are exploiting new techniques to illegally access and redistribute video content, and the industry needs an accurate, scalable, and cost-efficient solution to identify the source of leaks," said Mathieu Harel, Product Director of Watermarking at Viaccess-Orca. "Collaborating with ATEME, we've developed a smarter method for tracking piracy: one that focuses on the full content path as opposed to just the end points. With our solution, content owners and providers can protect their content and revenues in a way that was never before imaginable."

At the heart of the new solution is VO's dynamic watermarking technology, which features multiple, dynamic algorithms with the ability to track and change watermarks in real time. As content owners distribute live content to multiple affiliates, the solution tracks its path through different channels — including satellite and IP — injecting an invisible watermark on the video at each distribution point. The solution offers a portal to VO's Anti-Piracy Center, where content leaks are closely monitored and then quickly identified so that content owners can fight back against piracy.

The new solution's pay-per-use business model eliminates licensing, maintenance, and service fees, allowing content owners and providers to pay for contribution watermarking technology

only when they use it. Offering seamless integration into new and legacy encoders and IRDs from ATEME, VO's watermarking technology ensures a quick and easy deployment. The dynamic watermarking technology is software-based, allowing content owners and providers to scale the new solution rapidly as they address piracy concerns.

"By 2022 the cost of online video piracy is expected to reach $52 billion, and this problem is only going to get worse without an effective solution," said Julien Mandel, Solution Marketing Senior Director at ATEME. "Teaming up with Viaccess-Orca, an industry leader in content protection, we've created a free solution that liberates content owners and providers from sizing their network, so that they can focus only on tracking the path of leaks throughout the distribution workflow. Before this, content providers were limited to only identifying the end point of leaked content, so this solution is a real game-changer for the industry."

The new solution supports BISS-CA encryption, an open protocol that enables real-time entitlement management for content streams over any network. When used in conjunction with dynamic watermarking, BISS-CA simplifies content owners' ability to trace the source of illegal streams and safeguard their content, making this new watermarking solution especially advantageous for live sports streaming applications.

More information about VO and the new contribution watermarking solution is at https://www.viaccess-orca.com/tv-piracy/dynamic-watermarking.

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About Viaccess-Orca
Viaccess-Orca is a leading global solutions provider of OTT and TV platforms, content protection, and advanced data solutions. The company offers an extensive range of innovative, end-to-end, modular solutions for content delivery, protection, discovery, and monetization. With over 20 years of industry leadership, Viaccess-Orca helps content providers and TV operators shape a smarter and safer TV and OTT experience. With its expertise in security, VO is also helping the digital manufacturing industry protect their assets. Viaccess-Orca is part of the Orange Group and the company's solutions have been deployed in over 35 countries. For more information, visit www.viaccess-orca.com or follow the company on Twitter @ViaccessOrca and LinkedIn.

About ATEME
ATEME enables thousands of the world's leading content owners, broadcasters and service providers to captivate their audiences with a superior quality of experience through multi-codec encoding, any-format origin/packaging, scalable cloud DVR, audience-aware CDN and revenue-generating dynamic ad insertion solutions. Find out more: www.ateme.com.

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