

Quadrille and ContentArmor Announce a Partnership to empower more content choices for Pushing VODs through Broadcast services.

PARIS(17/09/2017) -

Quadrille, a leading independent software vendor for content delivery over any kind of broadcast networks, and ContentArmor, a provider of forensic watermarking technologies, partner to offer a solution to deliver premium VOD content catalogues to non-connected customers.

“With ever-growing piracy, major film studios and content producers are raising their security requirements. In this context, forensic watermarking is becoming a standard requirement to license premium content earlier after theatrical release” said Eric Bénetière, Vice President of Marketing and Sales at ContentArmor.

The overall solution involves software modules at the Head End and ultra-thin agents on the receiver side. Before being broadcasted by Quadrille, videos assets are first processed by ContentArmor to convey relevant metadata and then protected using any encryption technology. Once delivered, encrypted videos are stored locally. On consumer request, the videos are decrypted and forensically watermarked before display with information such as time of display, location, identification number of the STB, etc. The key advantage of the system is to be fully functional even for non-connected end users' devices.

Xavier Battas CEO of Quadrille declares: “With this partnership, Quadrille customers can offer a much broader choice of premium movies for which watermarking is mandated. Better selection of high-demanded movies means more revenues for our customers at the end of the day”.

Quadrille agent module, QuadriFast Mstore, in the receiving device is an intelligent piece of code, able to rebuild the content even if some packets are missing. Moreover, based on the tags of the contents, and according to end user's profile, QuadriFast Mstore is able to download on the local storage only what matters to the end user. Quadrille Head End, QuadriFast server, ingests the contents in XML and schedules the transmissions with the possibility to adapt to the available bandwidths.

ContentArmor video watermarking is a security technology that deters piracy along the content value chain. ContentArmor is the only video watermarking product in the market that operates directly in the bit stream, resulting in ultra-fast embedding and enabling integration at any point of the distribution chain, including low computational power set-top boxes, tablets, and smartphones.

To learn more about this partnership take the opportunity to visit us at IBC 2017 in Amsterdam from September the 15th till the 19th either on Quadrille Booth H2-B39 or on ContentArmor's one H2-A36.

About Quadrille

Quadrille is a French Independent Software Vendor, leader in delivering any file content over any kind of Broadcast services namely satellite, Terrestrial, Cable or IP networks.

Quadrille technology ingests and delivers not only VODs, Catch-up or flat files but also live files coming from OTT channels.

Quadrille is proud to have worldwide references in markets such as Entertainment, Education, Media, Telecommunication, Transportation, Public and Military.

The modular file transfer solution QuadriFast™ enables to target a multicast delivery of any content (VOD, Catch-up, files ...) on any device, anywhere in the world when

QuadriLive™ enables the push of OTT live channels.

About ContentArmor

ContentArmor SAS, a privately held French company is an independent provider of content protection technologies for the media industry. ContentArmor's video watermarking solution operates directly in the content bit stream, resulting in blitz-fast embedding and easy integration in distribution workflows. The technology is approved by major content owners and is deployed in various markets including postproduction, hospitality and end-users distribution. For more information, visit www.contentarmor.net.

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