CONTENT**ARMOR**

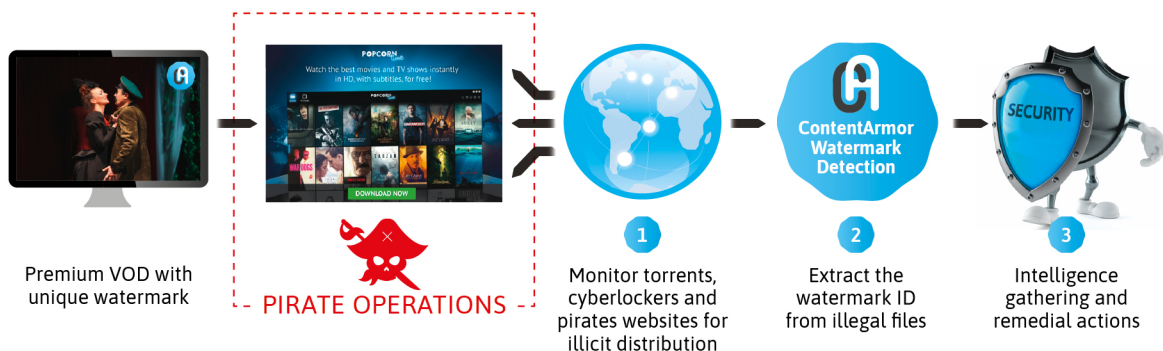## PROTECT YOUR PREMIUM VOD WITH
FORENSIC WATERMARKING

150 million illicit views of US-produced TV episodes and movies in 2019

The value of pirate video services will exceed **$67 billion** worlwide by 2023

HOW TO SAFEGUARD YOUR EXCLUSIVE CONTENT?

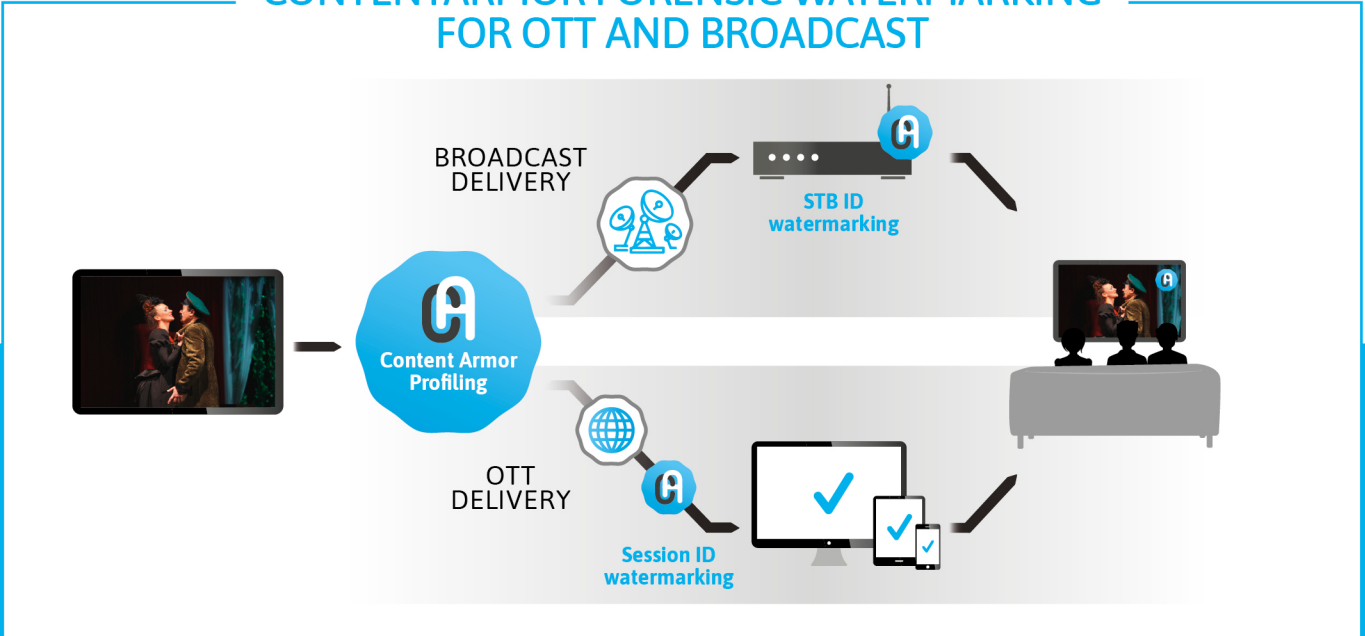## You need forensic watermarking to discover the source of illegal copies

PROTECT YOUR PREMIUM CONTENT BY ADDING WATERMARKING IN YOUR VIDEO DISTRIBUTION

Premium VOD with unique watermark

PIRATE OPERATIONS

1 Monitor torrents, cyberlockers and pirates websites for illicit distribution

2 Extract the watermark ID from illegal files

3 Intelligence gathering and remedial actions

WE PROTECT YOUR CONTENT | YOU MAXIMIZE YOUR REVENUES

CONTENTARMOR FORENSIC WATERMARKING FOR OTT AND BROADCAST

BROADCAST
DELIVERY

STB ID
watermarking

Content Armor
Profiling

OTT
DELIVERY

Session ID
watermarking

KEY BENEFITS OF CONTENTARMOR WATERMARKING

- No double storage penalty
- No video encoder dependency
- Fast pace watermark embedding
- Watermark encrypted streams on the fly
- Server or client based watermark insertion

CONTENT**ARMOR**

COMPANY AND TECHNOLOGY PROFILE

CONTENTARMOR is an independent forensic watermarking vendor that provides solutions to combat piracy for PostProduction, Contribution and Distribution markets.

ContentArmor's Video Watermarking solution modifies the bitstream directly, resulting in blitz-fast embedding. Its unique technology enables integration at any point of the distribution chain.

ContentArmor's Video Watermarking can work with any third party component such as device vendors, content delivery network providers, video encoders or web monitoring solutions.

ContentArmor's Video Watermarking robustness against video manipulation has been successfully assessed by independent auditors and Hollywood Studios.

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