NAGRAVISION
KUDELSKI GROUP

RAI Protects Streaming Content & Related Advertising Revenue

CLIENT **Rai**

COUNTRY **Italy**

SOLUTION NexGuard Forensic Watermarking & Anti-Piracy Services

RAI, a leading public broadcaster and one of the major content producers in Italy, becomes the first free-to-air broadcaster to adopt forensic watermarking to fight piracy.

Opportunity: With production budgets going up worldwide to satisfy the rising consumer demand for entertainment options, broadcasters such as RAI are searching for innovative ways to secure high-value content and retain audiences on their platforms.

Original scripted and other entertainment content must be protected against illicit content sharing and re-streaming to prevent revenue loss.

Collaboration: To align with the evolving industry landscape, RAI can secure content by inserting NexGuard forensic watermarks into the broadcaster's content distributed to consumers via the RAI OTT web and app service. Additionally, using NAGRA Anti-Piracy services allowed RAI to monitor web and pirate IPTV services and search for illegal publications of their original content. The identified content is then inspected to detect watermarks and validate when content is illegally redistributed.

Benefits:

- Imperceptible video watermark provides robust protection against ripping, scaling, and transcoding of content delivered via OTT Service.

- Automatic detection provides alerts on the illegal distribution of content, enabling traceability to the original subscriber account.

- Anti-Piracy Platform delivers data insights on illicit content re-distribution, enabling actionable business decisions to reduce the impact of piracy.

WHY NEXGUARD FORENSIC WATERMARKING?

Keeping pirates at bay is a challenge the entire industry is facing.

Investment in solutions like watermarking and anti-piracy is an investment in advertising revenues and securing markets.

A successful fight against piracy will reduce customer acquisition costs and increase total lifetime customer value.

Value Delivered

Confident Content Delivery

With the NAGRA NexGuard forensic watermarking deployment, RAI can confidently deliver their high-value original scripted and entertainment content anywhere, particularly across their OTT web and app services.

The concerns of protecting investments and guarding against advertising revenue loss due to threats are addressed while still satisfying the rising consumer demand for entertainment options.

Addressing the Piracy Threat

Using imperceptible video watermarking technology from NAGRA, RAI now has robust protection against ripping, scaling, and transcoding of content delivered to consumers. And, with automatic detection, RAI now has access to alerts on the illegal distribution of content, enabling traceability to the original subscriber account.

Developing a Proactive Approach

RAI is also leveraging the NAGRA Anti-Piracy Services platform, which provides a crawling engine to monitor the web and pirate IPTV services, searching for illegal publications of the original content. The crawled content is then inspected to detect watermarks and validate when content is illegally redistributed.

The solution also provides valuable data insights of illicit activity that enable actionable business decisions. The result is a comprehensive anti-piracy strategy with focused actions to significantly reduce the business impact of piracy on its broadcast and online operations.

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