

Eventive Sets New Standard for Virtual Cinema and Film Festival Experiences

CLIENT **eventive**

COUNTRY USA

SOLUTION Active Streaming Protection

Eventive launches advanced anti-piracy technology, adapting to serve a growing demand for virtual cinema using NAGRA multi-DRM and NexGuard Forensic Watermarking from the Active Streaming Protection toolkit.

Opportunity: The pandemic kept audiences from gathering in person, forcing festivals and live events to deliver content through online channels. As a result of this digital shift, there's been a major surge in online piracy. Eventive needed a way to securely adapt to this new environment to enable film festivals, distributors, and live event organizers to provide their content online to industry players and viewers while ensuring copyrighted materials are protected from content leaks and theft.

Collaboration: After evaluating the market, Eventive found that NAGRA Active Streaming Protection paired with Bitmovin's encoding software and Akamai CDN service emerged as the best-combined solution to reduce their time to market and securely elevate their clients' and viewers' experience. NAGRA Multi-DRM enables Eventive to manage access, and NexGuard deters and catches illicit activity. Incorporating the Bitmovin encoding software dramatically reduces encoding times to provide the highest quality viewing experience with per-title optimization and UHD resolution.

Benefits:

- Exponential platform growth, successfully delivering millions of streams for over 1000 different partner organizations.
- Ability to identify and remedy content leaks, receiving immediate results, and mapping offenders IP addresses
- Deter potential piracy with pre-screening warnings on content
- Efficiently track content per user on the fly while streaming, ability to scale tracking to unlimited concurrent viewers



NAGRA offers the most secure content protection technology available for content streaming, making their solutions the obvious choice to protect our films and ensure an unmatched online experience for audiences and organizers alike.”

Iddo Patt
Eventive Co-founder

Value Delivered



A New Security & Quality Standard

With the pandemic driving a required business model shift, online viewing of original content during an early-release window introduces a piracy risk that needs mitigation. Preserving the artist's creative vision with secure content protection and high quality of experience was paramount. NAGRA Active Streaming Protection allows Eventive to increase the security of its virtual screening packages and on-demand content library without compromising delivery performance or client engagement.

This new, higher-level security standard increases clients' confidence helping Eventive win more film festivals and original content producer projects.



Exponential Platform Growth

In January 2020, Eventive served more than 130 festivals and exhibitors worldwide centered around ticketing and seat reservation experiences. Then came the pandemic, and with it a total shutdown of cinema exhibitions as theaters closed, premieres were postponed, and festivals canceled. Eventive was determined to find and offer a streaming alternative.

With NAGRA Active Streaming Protection components providing studio-grade multi-DRM protection and forensic watermarking, Eventive has grown exponentially to serve millions of viewers. Content creators and exhibitors have seen the value of extending content availability with some festival partners reaching ten times the audience they would have in person.



Enhanced Protection & Scalability

With the digital shift opening the field of opportunity for piracy, it became clear to Eventive that security beyond DRM was needed to fully protect their clients' content and bottom line. Eventive partnered with NAGRA to launch the most rigorous content security program for film streaming ever deployed. Eventive already offered forensic watermarking required by certain studios for select content and special screenings, but the solution was not scalable. NexGuard Streaming sessionbased watermarking drives scalability for Eventive, efficiently tracking content streaming over Akamai's Content Delivery Network (CDN), easily scaling regardless of the number of concurrent viewers. In addition to conventional DRM measures, virtual screenings on Eventive VOD will be secured with a NAGRA NexGuard invisible forensic watermark, identifying each individual user and session. Meaning any unauthorized use can be traced right back to the source. And a pre-roll piracy warning alerts users that their unique stream can be tracked.