

NAGRA STREAMING SECURITY

Intelligence That Protects Revenue

Know the Threats. Own the Response.
Safeguard the Bottom Line.

NAGRAVISION
KUDELSKI GROUP

Content

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NAGRA Streaming Security— Intelligence that maps piracy, predicts risk, and drives decisive action

**The streaming economy is under attack.
And it's not just a content problem — it's a
revenue problem.**

While your teams focus on building platforms, launching titles, and acquiring customers, piracy networks are quietly draining monetization, exploiting vulnerabilities, and eroding long-term business value. Pre-release leaks, credential abuse, illegal re-streaming, and risky licensing relationships are costing more than visibility — they're costing growth and control.

NAGRA Streaming Security is built for this moment.

It equips content owners, distributors, service providers, telcos, and sports rights holders with the intelligence and tools needed to detect threats earlier, respond faster, and take control of revenue at risk.

In this guide, you'll discover:

- The three most pressing challenges facing the streaming value chain
- How intelligence-led security turns piracy from a cost center into a competitive edge
- Why NAGRAVISION is uniquely positioned to help you protect what you've built — and power what's next

Gain the intelligence
to detect, disrupt, and
defend against piracy
and licensing threats
— at every stage of
the content lifecycle.

Understanding the Threat Landscape

The streaming revolution has redefined entertainment — but it's also redefined the threat surface. As more content moves through digital pipelines and across global platforms, piracy has scaled in speed, sophistication, and scope.

It's no longer just about torrents and password sharing. Today's threats span the entire content lifecycle — from pre-release production leaks to unauthorized streaming to risky distribution partners who mismanage rights.

To safeguard growth, you need more than security. You need clarity — into what's happening, where, and how it affects your bottom line.

Below, we highlight three high-risk piracy zones — each one contributing to billions in lost revenue and missed opportunity.



Consumer Demand Fuels Pre-Release Leaks

As many as
43%¹

of consumers in key global markets report consuming pirated digital content — including TV shows, movies, podcasts, video games, and software.



Real-Time Piracy Diverts Your Audience and Revenue

**\$113
Billion**²

Streaming services are projected to lose over \$113 billion to piracy by 2027.



Industry Disruption Undermines Strategic Clarity

40%³

of Media & Entertainment CEOs believe their current business model will not be viable in ten years.

¹ <https://business.yougov.com/content/50475-why-we-pirate-the-extent-and-motivations-of-illegal-content-consumption>

² <https://www.prnewswire.com/news-releases/parks-associates-forecasts-cumulative-revenue-loss-to-piracy-from-streaming-services-to-surpass-113-billion-by-2027-in-us-market-301799825.html>

³ <https://www.pwc.com/id/en/pwc-publications/industries-publications/telecommunications-media-technology/global-entertainment-media-outlook-2023.html>

Three Strategic Challenges You Must Solve

Today's piracy landscape isn't just aggressive — it's adaptive. As illegal access becomes more normalized and sophisticated, content companies face mounting pressure to plug revenue leaks, respond to real-time threats, and navigate a complex web of global partnerships. These aren't just security gaps — they're growth barriers. Overcoming them requires more than reactive tools. It demands visibility, speed, and the intelligence to act with precision.



CHALLENGE 1

Revenue Leakage from Invisible Piracy

What's Happening:

When nearly half of consumers seek early access through unauthorized channels, the risk to pre-release content is inevitable. Piracy networks increasingly target pre-distribution workflows — leaking screeners, intercepting files, and compromising collaborative platforms before launch.

What's at Stake:

Studios and content owners face diminished licensing value, lost launch momentum, and brand erosion — often before a title officially debuts.

Why It Matters:

The earlier the breach, the harder the recovery. Without visibility into how and where piracy occurs, rights holders miss the chance to convert demand into monetization — losing revenue and leverage in future negotiations.



CHALLENGE 2

Real-Time Threats that Undermine Your Service

What's Happening:

Live events and high-demand releases are prime targets for real-time piracy. Unauthorized IPTV services, illegal streaming apps, and mirrored content on social media platforms offer stolen content at near-broadcast quality, often bundled with malware or fraudulent ads. These illicit services attract massive audiences, directly competing with legitimate platforms.

What's at Stake:

Content providers, broadcasters, and rights holders face immediate revenue loss, weakened exclusivity, and rising churn. As pirate networks grow bolder, legitimate services struggle to maintain engagement and trust — especially when consumers find "free" alternatives just as convenient.

Why It Matters:

Real-time piracy is not a delayed threat — it's a concurrent attack. Every minute a pirated stream is live, your audience shrinks, your monetization window closes, and your brand is devalued. Rapid detection and decisive action are the only way to win the moment — and protect long-term growth.



CHALLENGE 3

Blind Spots in Your Content Partnerships

What's Happening:

As the Entertainment & Media landscape evolves, the reliance on a complex network of licensees and distribution partners introduces significant risks. Mismanagement of territorial rights, unauthorized content distribution, and inadequate enforcement of contractual obligations by partners can lead to revenue losses and brand dilution.

What's at Stake:

Studios, content owners, and rights holders face potential financial setbacks and reputational damage due to partners' non-compliance or negligence. These issues can strain relationships with premium platforms and advertisers, and jeopardize future licensing agreements.

Why It Matters:

Traditional oversight methods are no longer sufficient. Proactive monitoring and intelligence-led strategies are essential to identify and mitigate risks associated with distribution partners, ensuring the protection of intellectual property and revenue streams.

An Intelligence-Led Approach That Protects Revenue

Piracy isn't a single threat. It's a spectrum — across content types, timelines, and distribution models. NAGRA Streaming Security responds with an equally comprehensive framework — mapping, disrupting, and preventing piracy at every point of vulnerability. It's not just layered defense. It's coordinated intelligence.

Here's how we do it:



Map Pirates. Recover Revenue.

NAGRA Anti-Piracy Intelligence and Analytics

We continuously monitor illicit IPTV, app-based, and web-streaming ecosystems to expose where and how your content is being pirated — before, during, and after release.



Disrupt Piracy. Reclaim Revenue.

NAGRA Streaming Security and Analytics

When live events or high-profile titles hit the screen, real-time piracy kicks into gear. We give you the tools to detect, analyze, and respond in the moment — across devices, applications, and delivery infrastructure.



Identify Risk. Protect Revenue.

NAGRA Pre-Release and Distribution Risk Management

Your licensing ecosystem is only as strong as its weakest partner. collaborate with confidence by providing visibility into where rights are being mishandled, content is leaking, or contractual risks are growing.

At a high level, this includes:

- Global Piracy Monitoring — always-on surveillance across known piracy networks
- Revenue Impact Analysis — quantifies the losses to inform smarter business decisions
- NAGRA NexGuard Forensic Watermarking — traces content leaks back to the source and supports takedowns
- IP & Domain Blocking — removes access at the source
- Legal Advisory and Enforcement Support — helps you act decisively, locally and globally

At a high level, this includes:

- Real-Time Security Monitoring & Analytics — uncovers credential abuse and unauthorized access
- Device Security — Secure Attest, Root of Trust, Key Provisioning, Android threat mitigation
- Service & CDN Protection — covers everything from geo-blocking to session control to CDN hardening
- Application Security — audit trails, app hardening, and more
- Multi-DRM Protection — to secure content across every platform
- IP & Domain Blocking — removes access at the source

At a high level, this includes:

- Distribution Risk Monitoring — identifies where vulnerabilities and misuses exist
- Licensee Monitoring & Scoring Dashboards — track partner performance and compliance
- Subscription Deactivation & Device Blacklisting — eliminate access from compromised endpoints
- IP & Domain Blocking — for rapid response when leaks occur
- NAGRA NexGuard Forensic Watermarking — extends traceability to pre-release and distributed content
- Secure Creative Collaboration — integrate security with Adobe, Evercast, Frame.io, and more

10 Reasons Why Leading Media & Entertainment Companies Trust NAGRAVISION

1

Trusted by 500+ Service Providers Globally

NAGRAVISION solutions protect streaming and pay-TV services for more than 500 operators worldwide, across diverse markets and technologies.

2

Proven Scale — 400M+ Devices Managed and Protected

We safeguard streaming experiences across over 400 million connected devices daily, from set-top boxes and smart TVs to mobile apps and OTT platforms.

3

Streaming Security Expertise Built Over 30+ Years

As a recognized leader in media security since the early days of digital TV, we bring decades of specialized innovation into the rapidly evolving streaming ecosystem.

4

End-to-End Streaming Protection

NAGRAVISION uniquely offers full lifecycle security — from safeguarding pre-release workflows, to defending live streams, devices, and subscriber accounts.

5

Intelligence-Driven Anti-Piracy Enforcement

We combine real-time piracy intelligence with actionable disruption capabilities — including IP blocking, device blacklisting, and subscription deactivation — to stop threats, not just detect them.

6

Forensic Watermarking Market Leader — NAGRA NexGuard

NAGRA NexGuard is the most widely deployed forensic watermarking solution globally, providing traceable, court-admissible protection for pre-release and distributed content.

7

Strategic Technology Integrations

We embed robust security into the platforms and tools that power today's media ecosystem—integrating seamlessly across production, collaboration, and distribution workflows. This ensures end-to-end content protection without disrupting creative or operational efficiency.

8

Global Reach, Local Expertise

With operations in 20+ countries, we combine deep global threat intelligence with local enforcement experience to act effectively across regions.

9

Strength and Stability of the Kudelski Group

NAGRAVISION is backed by the Kudelski Group — a publicly traded, globally recognized digital security leader, ensuring stability, operational resilience, and continuous innovation.

10

Secure by Design Approach

Following the Kudelski Group's Secure by Design methodology, we embed security from development through deployment — delivering trusted, future-proof protection against evolving cyber and piracy threats.

Turn Intelligence Into Revenue: Drive Growth Forward

You've seen the threats. You've explored the framework. Now it's time to take action.

NAGRA Streaming Security empowers studios, content owners, video service providers, telcos, and sports leagues with the intelligence, clarity, and confidence to act. Whether it's mapping pirates to recover revenue, disrupting piracy to reclaim audiences, or identifying risk to protect your licensing ecosystem, our approach gives you the strategic control to thrive.

We don't just provide protection — we turn visibility into value, equipping your teams to see where threats are emerging, how they impact revenue, and what you can do about them in real time.

WANT TO LEARN MORE?

Visit our [website](#) for more information or [schedule a consultation](#) with a NAGRAVISION streaming security specialist to assess your exposure and opportunity.

Your content is valuable. Your partnerships are strategic. Your protection should be intelligent. Contact us today!