



CONTENT **ARMOR**

PROTECT YOUR LIVE SPORTS DISTRIBUTION WITH FORENSIC WATERMARKING

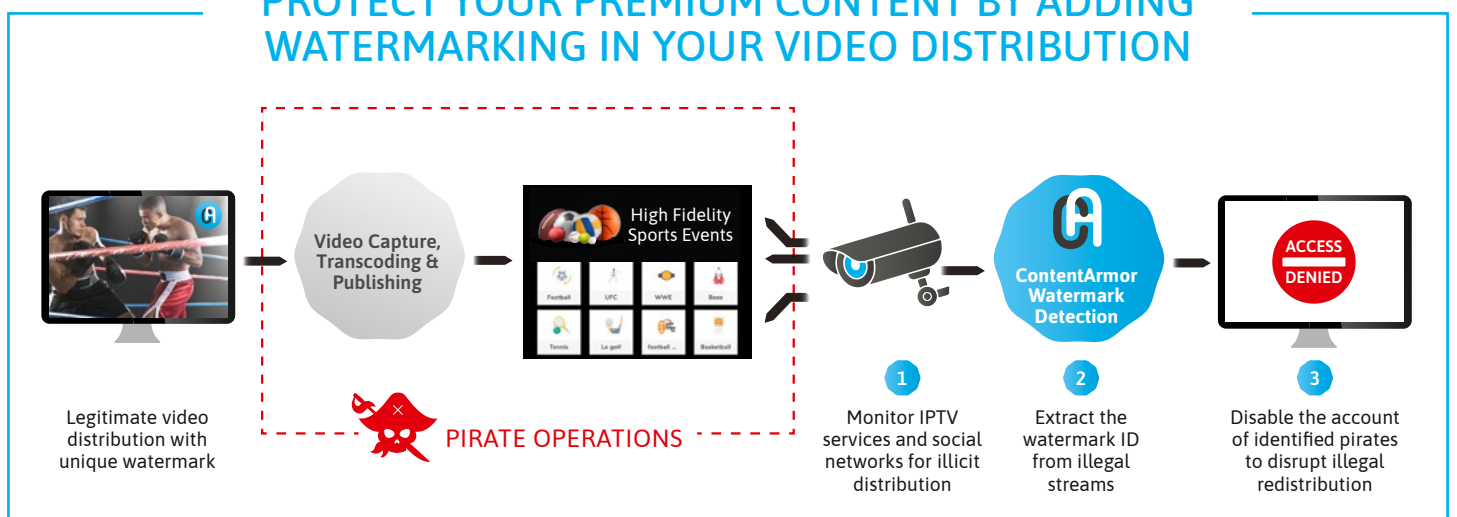
21M viewers watched February 2020 Fury vs Wilder fight... but **only 5% paid** for it

In January 2019, pirate sports websites have accumulated more than **360 millions visits**

HOW TO KEEP LEECHES AWAY OF YOUR LIVE SPORTS VALUE CHAIN ?

You need forensic watermarking to cut the source of illegal feeds in real-time

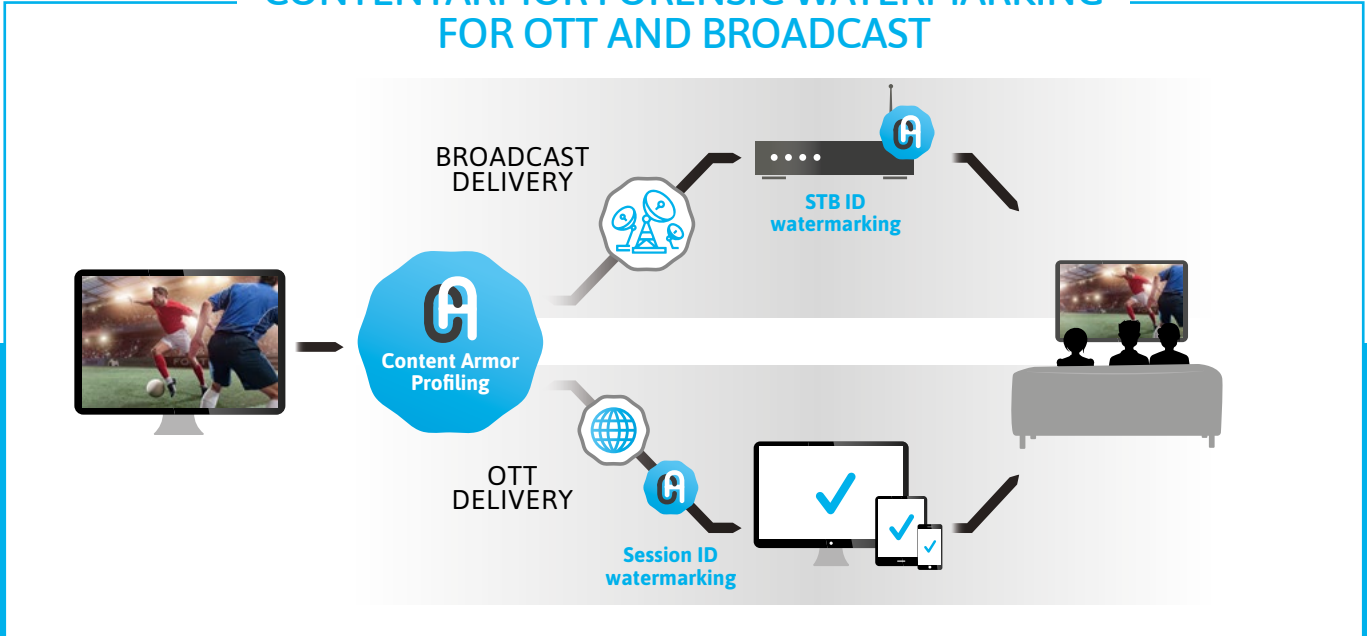
PROTECT YOUR PREMIUM CONTENT BY ADDING WATERMARKING IN YOUR VIDEO DISTRIBUTION



WE PROTECT YOUR CONTENT | YOU MAXIMIZE YOUR REVENUES



CONTENTARMOR FORENSIC WATERMARKING FOR OTT AND BROADCAST



KEY BENEFITS OF CONTENTARMOR LIVE WATERMARKING

- No double storage penalty
- No additional encoding capacity required
- Fast pace watermark embedding
- Unique technology integrable in Conditional Access Modules for Broadcast
- Server or client based watermark insertion for OTT



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 components 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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