

# 360° SECURITY APPROACH

## A comprehensive security to keep broadcasters ahead of piracy

### MARKET TRENDS

Although the broadcast pay-TV market is the largest and most mature, with 300 million digital pay-TV households worldwide at the end of 2009 (source Dataxis), there are still a number of opportunities to launch a new pay-TV business. These include cable digitisation, converting free-to-air digital terrestrial television (DTT) viewers into paying subscribers and emerging markets requiring satellite pay-TV services.

The way in which consumers view live TV is evolving rapidly and as a result, there is a clear need to develop new means for TV consumption. Examples of this include place and time-shifted viewing.

### RESULTING NEEDS FOR BROADCASTERS

When launching a pay-TV business, the choice of

a conditional access solution is fundamental.

Operators need to ensure that their revenues will be protected. Unfortunately piracy is a fact of life and can lead, in some cases, to dramatic consequences.

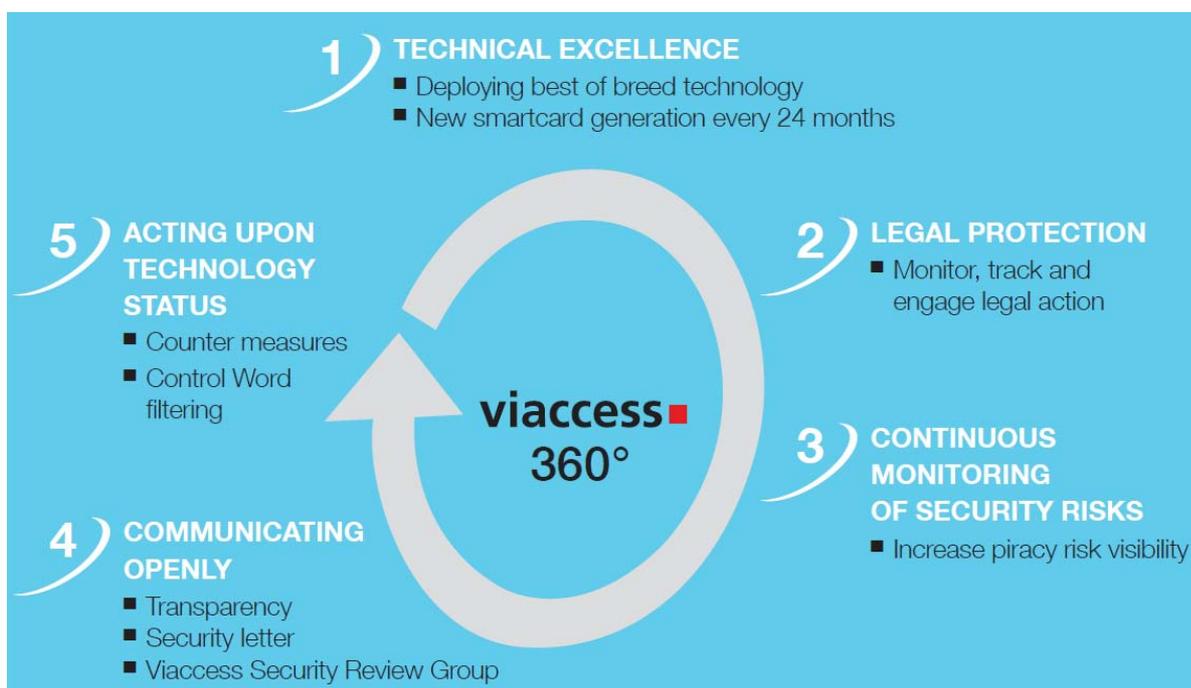
If hackers manage to crack the conditional access system, revenues vanish, technical costs soar, and brand value falls.

Beyond revenue protection, operators expect their conditional access solution to generate revenue by targeting the widest market and allowing them to grow as their business expands.

### VIACCESS SECURITY SOLUTIONS FOR SATELLITE TV, CABLE TV, TERRESTRIAL TV

With 20 years in piracy management, Viaccess secures today more than 15 million pay-TV subscribers around the world and is recognized and trusted by the pay-TV industry.

Viaccess' conditional access solution secures revenues by combining proven smart card



technology with advanced software for conditional access control.

It allows operators to secure access and manage rights from basic (Live TV, Bouquets, "à la carte") to extended TV services (PPV, VOD, Interactive TV services, etc.).

From head-end to set-top box, the solution is easy to integrate, easy to operate and is fully compliant with a large choice of Viaccess certified Set-Top box brands for retail or operator control.

Viaccess conditional access supports a large variety of business models (prepaid, subscription, PPV, etc.) and is fully scalable from thousands to millions of subscribers.

### A comprehensive 360° security approach

Viaccess offers a unique and differentiated security approach that keeps operators at the forefront of anti-piracy with:

1. A best of breed technology and a new generation of smart card every 24 months
2. Legal protection through investigation and prosecution of pirates
3. A continuous monitoring of security risks
4. An open communication policy with customers through a security letter
5. Actions based upon technology status such as counter-measures and dedicated security filtering services.

Viaccess brings state of the art security in each part of the security value chain and particularly at the smartcard and set-top box level.

To keep ahead of piracy, Viaccess designs a new smartcard every 24 months. PC5 is the latest smartcard generation that addresses the new emerging forms of piracy related to smart card hacking. In addition, PC5 introduces over the air renewability of the smartcard software and of the control word protection system. To help operators fight against piracy, Viaccess engineered a set of innovative features and countermeasures against control word sharing over satellite and internet networks.

At the set-top box level, Viaccess maximises the security by providing:

- A trusted set-top box, to stop control word sharing
- Set-top box loader solutions, to update and upgrade securely the set-top box assets including the security agent.
- Set-top box output control, to avoid content redistribution

### BENEFITS FOR PAY-TV BROADCASTERS

Operators gain access to premium content thanks to Viaccess' strong reputation and recognition from the content owners and the TV industry. They accelerate their time to market as they can start quickly with a ready, proven and integrated solution to target the widest market.

Operators stay ahead of piracy with a full piracy activism monitored and controlled by Viaccess. They get a continuous digital TV expert support all along their business cycle, from simple assistance to consultancy services

They expand their business by shifting at their pace to convergence, with innovative TV services.

Operators can focus on their business, safe in the knowledge that their content and revenues are fully protected by Viaccess.

#### ABOUT VIACCESS

Viaccess provides world class solutions for content protection delivering conditional access and DRM-based systems for all types of content, for all networks including broadcast, broadband, fixed and mobile networks and for all categories of devices. Viaccess is in a unique position to support its clients in the move of television to IP technologies providing pay-TV operators with innovative IPTV middleware and applications including groundbreaking content discovery and recommendation solutions.

#### Viaccess

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