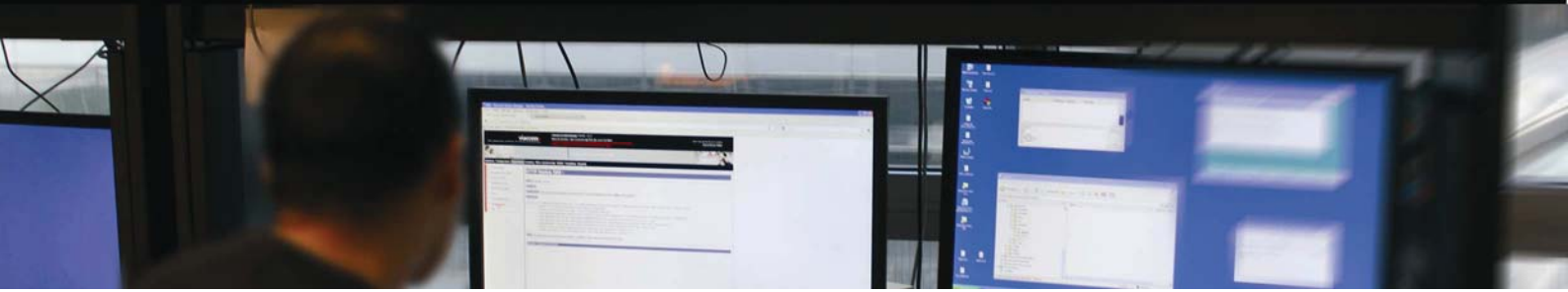


SECURITY SERVICES

How to fight against card and control word sharing?



Piracy is a constant threat for the pay-TV operators' revenue. Hackers are increasingly skilled and always deploy new piracy technologies posing critical challenges for the industry.

Asia, for instance, one of the most concerned regions in the world has seen piracy costs continuously climbing: + 35% in three years to reach over \$2 billion in 2010 (Source CASBAA)

The use of card and control word sharing schemes has particularly gained ground in all markets. These schemes allow illegal distributors to resell subscriptions to a television bouquet at a very low cost.

In order to do so, pirates redistribute the content descrambling keys known as Control Words (CW) which are renewed every 10 seconds. The Control Words are redistributed either by internet or by satellite. In the first case, illegal subscribers need a set-top box (STB) with an IP connection which connects to a website to get the Control Words. In the second case, illegal subscribers need to purchase specific equipment that receives the Control Words and inject them in the STB.

In most of the cases, a legal smartcard with a paid subscription is used at the source of the piracy to calculate all the control words and to redistribute them.

Therefore, to protect their premium content against card and control word sharing, it is key for operators to leverage the continued huge antipiracy efforts provided by the industry.

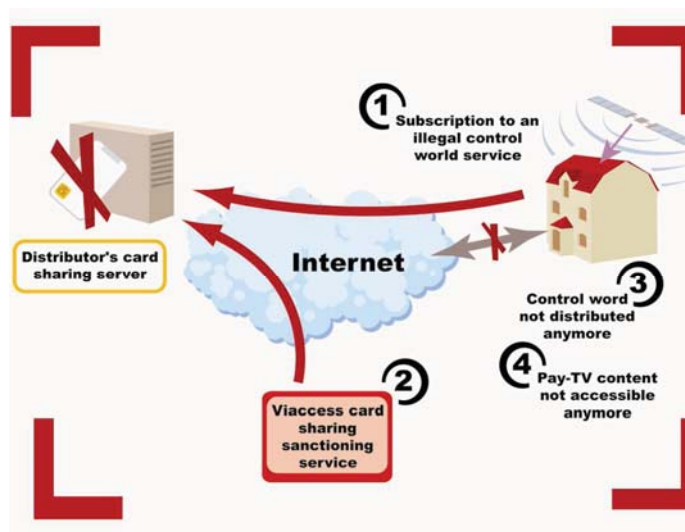
VIACCESS RESPONSE TO PIRACY

Viaccess has always been screening pirates' activity to support its business and has recently decided to provide this expertise in the form of personalised services to pay-TV operators.

The objective of these new and differentiating security services is to fight against card and control word sharing.

The first service targets CW distribution over internet. It consists in identifying shared cards on card sharing servers and implementing relevant sanctions such as deactivating temporarily or definitely the identified shared cards.

As part of the service, Viaccess screens the card sharing activity on the internet, identifies the shared cards, defines the sanctioning policy with the operator and deploys the sanctioning policy.





The second service targets CW redistribution over satellite : it consists in analysing and filtering illegal streams containing control words redistributed on satellite networks.

Viaccess provides the service in four steps :

1. Information monitoring

- Study satellite control word sharing cases
- Monitor devices related information on forums
- Track firmware upgrades and new devices

2. “Pirate” set-top boxes technical analysis

- Identify the associated pirate firmware & the satellite used
- Check the available pay-tv channels

3. Pirate control word streams identification

- Identify satellite transponder carrying the control word pirate streams
- Find PID or IP traffic carrying the pirate streams

4. Pirate control word streams filtering requests

- Notify the satellite providers & up linkers about the pirate activity on their uplink platforms
- Request the appropriate actions such as PID removal or IP traffic filtering

BENEFITS OF VIACCESS SECURITY SERVICES

The security services are part of Viaccess’ 360° security approach to keep its clients ahead of piracy :

- **A generation ahead best-of-breed technology** such as a commitment for a new generation of smart cards every 24 months
- **Legal protection** including identification and prosecution of the pirates
- **Proactive piracy risk assessment** to identify illegal distribution of Viaccess technology
- **Transparent communication** with customers



Viaccess is a leader in solutions to protect and enhance the value of content services. **With more than 20 years in the conditional access and Digital Rights Management business, Viaccess secures all types of content over all types of networks and all categories of devices.**

Viaccess enjoys a unique broadcast and broadband experience and is well positioned to help content service providers in enabling and monetizing the content consumption revolution.

Viaccess solutions have been successfully deployed worldwide in over 30 countries and on more than 80 digital platforms.

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