b<>com and Viaccess-Orca Make a Clear Round at the Cartesian Watermark Evaluation

VO's Dynamic Watermarking Solution Including Stream Guardian Technology Assessed for Robustness Against Piracy

PARIS — Feb. 26, 2020 — Viaccess-Orca (VO), a global leader providing OTT and TV platforms, content protection, and advanced data solutions, announced today that its Dynamic Watermarking solution developed in collaboration with b<>com, a European private research institute, has undergone a stringent assessment carried out by Cartesian, an independent consultancy company for the communications and digital media industries. Co-developed by VO and b<>com, the Stream Guardian technology provides algorithms for VO's Dynamic Watermarking. According to specifications set by the Hollywood movie industry, Cartesian tested the robustness of the solution through its Farncombe Security Audit® Watermark. During the audit, the technology passed all the robustness tests, which check the watermark's ability to withstand attempts to obfuscate it or prevent it from being recovered**.** Stream Guardian passed the assessment thanks to its live-optimized analysis algorithm.

"Our content security team carried out a robustness test of the Stream Guardian technology. The watermark was subjected to multiple tests, which have been designed in partnership with Hollywood studios," said Lee Kent, Head of Content Security at Cartesian. "These tests replicate the tampering techniques used to illegally reproduce and distribute video content. By putting the technology through the rigorous Farncombe Security Audit Watermark process, it's evident that b<>com and VO are committed to protecting valuable content against piracy."

The technology features best-in-class algorithms capable of resisting a wide range of piracy attacks, such as camcording, strong lossy compression, and collusions. Using VO's Dynamic Watermarking, part of the award-winning set of services in VO's Anti-Piracy Center, content owners can launch VOD and live campaigns and swiftly identify the source of piracy. Since operators develop their application with [VO secure video player](), the watermarking is integrated on the client side, which is a more cost-effective approach than server-side watermarking.

"The results are all the more remarkable since we do not use any metadata for video analysis to facilitate the integration of our product," said Gaëtan Le Guelvouit, Trust and Security Lab Manager at b<>com. "The expertise at b<>com and VO sets Stream Guardian technology apart from other watermarking techniques, and we're proud to validate its robustness through the Cartesian assessment."

"Passing the Cartesian audit with flying colors is a testament to our expertise in solving the inherent security challenges that exist in today's digital TV and OTT environments," said Pierre-Alexandre Bidard, Vice President Marketing Security and Partnership, Viaccess-Orca. "Collaborating with b<>com, we're setting a new standard with the VO Dynamic Watermarking solution for keeping premium content safe from new and evolving forms of piracy."

The audit report is available from b<>com and Viaccess-Orca upon request.

About Viaccess-Orca
Viaccess-Orca is a leading global solutions provider of OTT and TV platforms, content protection, and advanced data solutions for a personalized TV experience. The company offers an extensive range of innovative, end-to-end, modular solutions for content delivery, protection, discovery, and monetization. With over 20 years of industry leadership, Viaccess-Orca helps content providers and TV operators shape a smarter and safer TV and OTT experience.

Viaccess-Orca is part of the Orange Group and the company's solutions have been deployed in over 35 countries, reaching more than 27 million subscribers.

For more information, visit www.viaccess-orca.com or follow the company on Twitter @ViaccessOrca and LinkedIn.

About b<>com
A technology pioneer and provider for companies that want to digitally boost their competitive edge, b<>com addresses several industries: culture & creation, digital infrastructures, health, defence and industry 4.0. Its laboratories bring together talented people from a variety of disciplines and cultures in areas like artificial intelligence, immersive video and audio, content protection, 5G networks, the Internet of Things, and cognitive technologies. b<>com's researchers and engineers, drawn from the ranks of industry and academia, work at its Rennes campus and at its sites in Paris, Brest, and Lannion. Thanks to its world-class engineering team, its technology platforms and its unique mix of scientific and industrial knowhow, b<>com offers its clients technology solutions that give them invaluable competitive edge. www.b-com.com | @IRT_BCom

About Cartesian
Cartesian is a specialist provider of consulting services and managed solutions to leaders in the global communications, technology and digital media industries. Cartesian's content security services include anti-piracy investigations services, watermark robustness testing, password sharing analysis, and the

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Farncombe Security Audit® – a standardized methodology for reviewing security system implementations, including materials handling, business processes, system architecture, device security, governance, and end-to-end implementation. Cartesian's clients include TV broadcasters, content distributors, CAS and DRM vendors, and network operators. For more information, visit www.cartesian.com.

Photo Link: http://www.202comms.com/ViaccessOrca/watermarking_portal.png
Photo Caption: b<>com and Viaccess-Orca Dynamic Watermarking Portal

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