

## Security Lifecycle Services

A PROACTIVE APPROACH THAT PROVIDES DYNAMIC, RENEWABLE PROTECTION FOR A PAY TV OPERATOR'S ASSETS

DIGITAL CONTENT PIRACY IS A RELENTLESS, EVER-ADAPTING THREAT TO THE MOST IMPORTANT ASSETS OF A PAY-TV OPERATOR — IT'S CONTENT RIGHTS, CUSTOMERS, BRAND, REVENUE AND BOTTOM LINE. COMPLETE PROTECTION MEANS HAVING A SECURITY SOLUTION THAT IS AS TIRELESS AND AGILE AS ANY WOULD-BE ATTACKERS.

Piracy can be expensive for a pay-TV business. An attack can mean substantial unforeseen recovery costs in addition to revenue loss. Piracy is also a detriment to a pay-TV operator's brand. A compromised platform can cause subscribers and content owners to lose confidence, which can lead to content license revocation and churn. Recovery efforts can further exacerbate the problem by causing inconvenience and disruption to subscribers, which can lead to more churn.

Minimizing the risk and impact to an operator's key business assets requires more than a static conditional access (CA) product. To keep up with advances in piracy, a dynamic solution is essential to always leverage the latest knowledge, intelligence and technology. An operator needs a security partner that can help implement the solution to detect and deter piracy threats early, rapidly disrupt and destroy the pirate's business should an attack occurs.

Irdeto CA Security Lifecycle Services (SLS) is the industry's first suite of services to ensure dynamic, renewable security. It provides proactive, flexible and responsive protection for an operator's most valuable assets: It's content rights, customers, brand, revenue and bottom line. Leveraging advances in CA renewability pioneered by Irdeto, proven operational best practices and an extensive network of security experts, Irdeto CA Security Lifecycle Services always delivers state-of-threat protection.



## COMPLETE COVERAGE

Irdeto CA Security Lifecycle Services protects the Irdeto conditional access system (CAS) against new and emerging threats when and where it is needed most. It provides solutions to reduce an operator's piracy risks in the following areas:

- **Technological:** Always have the latest security features and countermeasures in place—both at the head end and in the secure clients—to thwart new and emerging threats.
- **Operational:** Build security into the organization's operational fabric. Receive guidelines and training that leverage Irdeto's extensive security knowledge to optimize the configuration and management of the operator's CAS.
- **Social:** Minimize threats posed by the human element through security best practices and ongoing education of the operator's staff.

Foster close collaboration and knowledge sharing with local authorities and law enforcement agencies.

- **Financial:** Balance the right protection level with the operator's financial situation and goals. Operationalize the cost of security to ensure that the operator never experiences financial risk due to piracy.

As Irdeto SLS is a service-based solution, it enables the operator to build predictable, monthly charges into its budget for piracy protection. If an attack occurs, Irdeto will work quickly and effectively to resolve any issues resulting from piracy as part of the service agreement, without unforeseen costs to the operator. In fact, Irdeto offers a number of plan options, allowing the operator to build the level of security desired into the budget. When used in combination with Irdeto's exclusive FlexiFlash client update feature, Irdeto CA Security Lifecycle Services

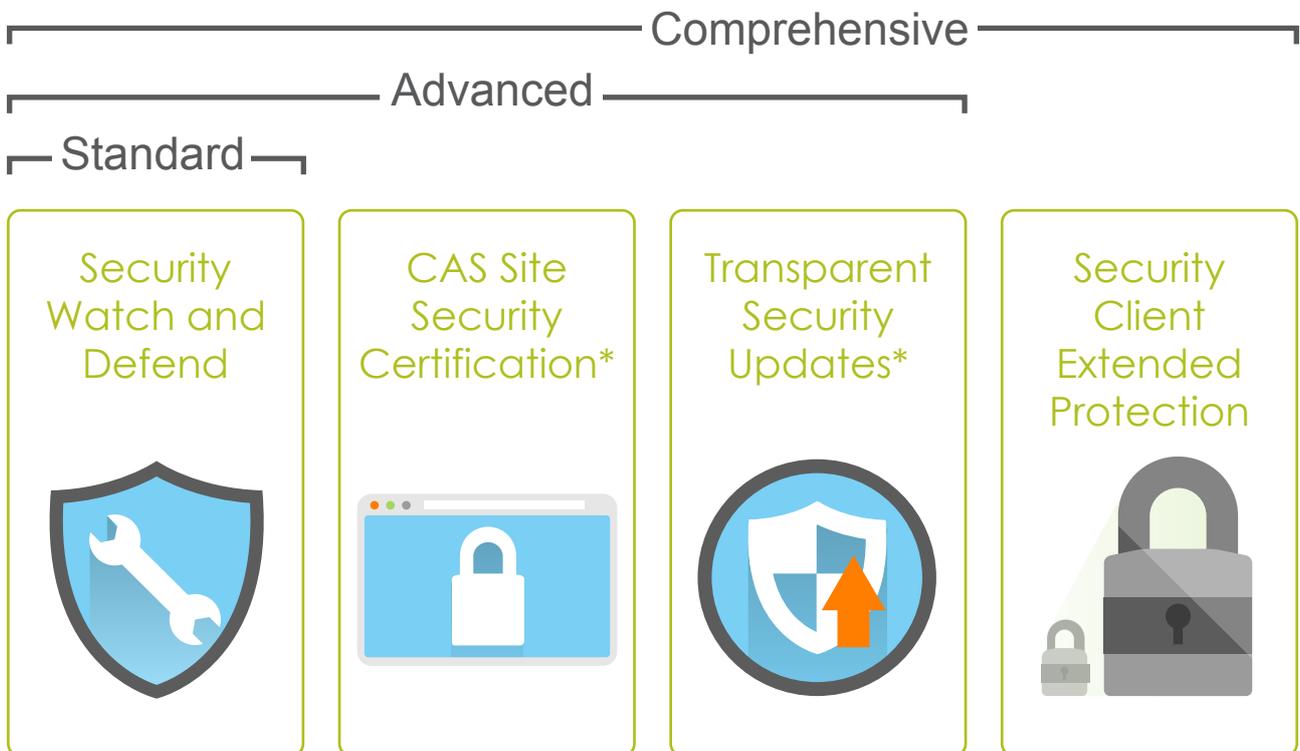
ensures that the operator's customers will never be inconvenienced or experience disruption due to piracy. In these configurations, security features are renewed and countermeasures are applied via the network—transparently to the subscribers and content partners—so the operator's brand and subscribers' loyalty are never tested.

## SERVICE PACKAGES

Irdeto offers three SLS packages: Standard, Advanced and Comprehensive. Operators can choose the appropriate scope of coverage, balancing protection levels with their risk management priorities and desired investment. The packages are made up of the following services in various combinations:

- Security Watch and Defend
- CAS Site Security Certification
- Transparent Security Updates
- Secure Client Extended Protection

## IRDETO CA SECURITY LIFECYCLE SERVICE PACKAGES



### IRDETO SECURITY WATCH AND DEFEND

This service extends the efficiency and effectiveness of the operator's security team with the Irdeto network of anti-piracy experts and resources to detect threats before they impact the operator's business. The Irdeto team monitors for attacks on the operator's service, warns about potential threats, proposes responses, and works with the operator to implement them.

#### Service Elements

##### Threat monitoring and reporting:

- Monitor piracy threats in conjunction with the operator's anti-piracy specialists, local authorities and experts in other IP industries
- Regularly report on threat monitoring and investigation, including monthly conference calls to evaluate and determine follow up procedures, if any
- Provide quarterly reports about incidents and responses
- Conduct security workshops twice per year to review threat status and develop a customized security strategy

#### Piracy analysis and investigation:

- Analyze and report on piracy threats to client devices
- Cooperate with law enforcement authorities on client-initiated investigations and prosecutions of suspected pirates, as well as piracy-awareness education
- Investigate into illicit devices including technical analysis in the Irdeto labs
- Provide 24/7 hotline for piracy incident registration and guaranteed response times

#### Security maintenance:

- Provide countermeasure proposals and deployments in response to specific piracy threats
- Proactively maintain security through expert consultation on proposed anti-piracy approaches and activities
- Conduct anti-piracy training twice per year on best practices and the usage of Irdeto anti-piracy tools

### IRDETO CAS SITE SECURITY CERTIFICATION

With this service, Irdeto conducts an audit of the CAS location, configuration and management processes based on CA Site Security Certification requirements. Irdeto helps the operator mitigate the risk of piracy and fraud resulting from incorrect and unsafe operation of the CAS, and reduce vulnerability to social engineering attacks.

#### Service Elements

The Irdeto CAS Site Security Certification audit is guided

by a comprehensive checklist of factors based on ISO 27001 and Irdeto best practices. Completion of the audit provides certification. In the case of non-compliance Irdeto will provide improvement recommendations to the operator.

#### The scope of the Irdeto Site Security Certification is:

- Physical security
- Operational security
- System and network security
- CA configuration security

### IRDETO TRANSPARENT SECURITY UPDATES

This service helps the operator safeguard the CAS investment and maximize return on investment (ROI) by proactively fortifying it against new and emerging threats. Irdeto helps the operator apply newly developed countermeasures and security features via the network as they become available, making anti-piracy efforts completely transparent to subscribers.

#### Service Elements

- Provide an Irdeto Security Pack once per year
- Proactively apply the latest Irdeto Security Pack in the operator's lab and in live operation, at the headend and in the secure clients and secure set-top boxes (STBs)
- Support the implementation with Irdeto's experienced team of security engineers and project managers

### IRDETO SECURE CLIENT EXTENDED PROTECTION

The extended protection provides the operator with the ultimate "peace-of-mind" by maintaining predictable costs—even in a worst-case scenario. It covers end-of-life smart cards or software-based secure clients vulnerable to piracy attacks.

#### Service Elements

- Provide the operator with the latest security updates as priority when available

- Upgrade deployed clients in the event of piracy when they cannot be updated with a security pack or software update to defend against piracy

**For card-based secure client:** Replacement smart card for those that cannot be successfully updated via FlexiFlash

**For Cloaked CA-based secure client:** New version of Cloaked CA

- Manage client upgrade projects