irdeto

Building a Secure Future.™

EUTELSAT

Expanding business models with Irdeto

Founded in 1977, Eutelsat is one of the most innovative operators in the commercial satellite business. Part of their growth strategy is to target the development of new digital services in the video, data and connectivity markets.

With the global increase in video platforms, the consumers' expectations of the TV viewing experience have significantly increased. This makes it more challenging to launch new TV services in certain markets.

To maximize their audience reach, pay-TV operators must now develop integrated video distribution solutions, combining infrastructures such as broadcast and OTT, available across multiple screens. But building, operating and maintaining such systems is complex, time consuming, and expensive. Eutelsat needed a solution that their DTH customers (and prospects) could launch quickly and which managed the technical and operational complexities of the platform for their customers.

In 2018, Eutelsat launched Eutelsat CIRRUS, a white-label satellite pay-TV and OTT solution. Eutelsat CIRRUS is a fully integrated content delivery platform, that embraces the full scope of business and operational tasks across both DTH and OTT networks. Eutelsat assembled a team of leading vendors of the video industry to build and deploy the solution.

Irdeto played an integral role in this process by providing the Conditional Access (CA) solution and by managing the CA system for satellite (DTH) distribution on behalf of Eutelsat.

THE CHALLENGE

In order for Eutelsat CIRRUS to be successful, the Conditional Access solution needed to address the following challenges:

- **Compliancy**
  Full compliance with each pay-TV operator's stringent content security requirements imposed by content owners

- **Future proof**
  An innovative global leading partner that is at the forefront of video content security today (e.g. 4k UHD) and in the future

- **Comprehensive yet simple**
  Robust CA solution, as well as the chipset, STB and CI+ module ecosystem, while remaining simple enough to deploy

- **Cost-effective**
  Support low ARPU business cases of emerging new pay-TV operators across various geographical locations

- **Hardware logistics**
  Streamlined hardware logistics for simpler go-to-market strategies of pay-TV operators

THE SOLUTION

Eutelsat CIRRUS is a fully integrated, user-friendly, content delivery platform. It is designed to overcome the challenges inherent in building a content distribution business. Due to its modular approach, Eutelsat CIRRUS is able to comprehensively deliver content everywhere to multiple devices, including DTH and OTT. User analytics help customers to better monetize their content through one integrated platform.

Irdeto Cloaked CA is a fully renewable, cardless, and scalable solution for protecting content and business models on broadcast and IPTV networks. It enables pay-TV operators to offer a wide range of services, payment options and supported devices.

Irdeto CA Managed Services allow operators to re-assign valuable internal resources into core customer-facing activities that move their business forward. The Cloaked CA system is managed by Irdeto's highly trained and experienced professionals that live and breathe security. They manage and supervise the day-to-day operations and customer life-time operations regarding CA features. In this way, Eutelsat's technical team can focus on maintaining the media delivery systems.

THE RESULT

Combining Irdeto Cloaked CA and Irdeto CA Managed Services has taken overall performance to new and efficient levels. Irdeto Cloaked CA enables Eutelsat to offer a wide range of business models and support a large ecosystem of set-top boxes, CI+ CAMs, TV sets. With the dynamic "Eutelsat hosts, Irdeto manages" agreement, Eutelsat found the perfect grounds for focusing on their key business processes while Irdeto operated and managed the Conditional Access systems. Irdeto has been maintaining high service levels allowing Eutelsat to earn high levels of customer satisfaction.

In addition, Irdeto and Eutelsat followed a partner-like approach, where both sides aligned on a longer-term relationship. This relationship allowed for flexibility during the design and delivery phases providing cost efficiencies to Eutelsat.

Irdeto's value proposition resonates with all our customers. They want a partner that helps to facilitate and speed up expansion in new areas of business. They desire a customer-centric approach, efficient interaction and a long-term view on where the market is going. Eutelsat received all of this (and more) with Irdeto.

WHY IRDETO

In today's competitive landscape, Irdeto helps their customers manage new technology implementations, combat the growing scale and sophistication of online piracy, and accommodate consumer demand for high quality, and experiences.

Our customers value the flexibility of our solutions, and our ability to bring together various components into a one-stop shop. They rely on us for comprehensive security issues that are integral to all our long-term partnerships.

We have a long standing and established relationship with the Hollywood studios/major content providers. Our industry leading content security solutions are recognized by them in securing their most valued content and enable our customers to secure the programming their subscribers demand.

Beyond the diversity in solutions and business models, our commitment and proven history to deliver the best value to operators is a major contributor for our customers to embark on a long-term partnership with Irdeto.