


DATA SHEET

# Irdeto TraceMark™ for Distribution

Cloud-based forensic watermarking service  
for content owners and aggregators

A photograph of a family of four (a man, a woman, a young girl, and a young boy) sitting on a blue sofa, looking at a large television screen in a dimly lit living room. The TV displays a grid of colorful images. The background is dark with some ambient lighting.

With the increasing availability of premium Ultra High Definition (UHD) and high dynamic range content, there's a greater than ever need to protect content value. As a content owner or aggregator, your distribution network plays a critical role in delivering your premium content around the globe. If there are any content leaks within your distribution network, the damage to your content investment and potential revenue is immediate and massive. As broadband access becomes prevalent in more markets, pirates can steal and share high-quality content with viewers.

Having a watertight distribution network is thus critical in combating the global piracy problem. If pirates are already supplying your content to consumers in a new market due to content leaks in your distribution network, your ability to negotiate a lucrative distribution agreement in that market will be severely compromised.

Irdeto TraceMark™ for Distribution is a managed service that embeds an invisible, unique forensic watermark in each distributed media asset. Upon any unauthorized appearance of the content, the watermark payload enables identification of the specific distribution channel. The solution is a fully automated system that watermarks a wide range of assets in a centralized and consistent way, replacing the disparate visual marking methods and manual workflows of the past. Discovering whether your watermarked content has been leaked is the other half of the equation.

Combining Irdeto TraceMark™ with Irdeto Online Piracy Detection (OPD) service enables immediate detection of any content leaks and tracks back your watermarked content to the source, enabling you to implement countermeasures.

## KEY BENEFITS

### Support for all premium content, including HD and UHD

This managed service provides watermarking for various mezzanine and broadcast-quality distribution formats. The supported resolution ranges from 720x480 to 3840x2160, including HDR and 10-bit color depth. The supported formats include J2K, ProRes, H.264, HD50, XDCAM, MXF and IMX. The solution focuses on maintaining superior visual quality of mezzanine content.

### No impact on the user experience

There is no need for client-side software changes, and the watermark is invisible to viewers. Irdeto TraceMark™ creates individualized watermarks without affecting download speeds, making it a seamless deployment experience for your distributors.

### Fast, easy and scalable deployment in the cloud

Irdeto TraceMark™ does not introduce any bottlenecks in your distribution process. On the contrary, it automatically scales up to handle urgent deliveries and peak demands in your distribution network as a cloud-based service.

Irdeto TraceMark™ for Distribution comes fully integrated with IBM Aspera on Cloud, a hosted service that enables secure and reliable movement of large files and data across on- premises and multi-cloud environments. Via its Fast and Secure Protocol, IBM Aspera on Cloud ensures tremendously fast file downloads, even under poor network conditions.

Files can be watermarked from the IBM Aspera on Cloud management interface by simply selecting 'watermarked delivery' when uploading a package for distribution, or by enforcing watermarking as a business rule on accounts or folders. Content will then be delivered as an individually watermarked asset to any number of recipients, making it simple and quick to deploy. Alternatively, you can use simple restful control application programming interfaces to integrate Irdeto TraceMark™ with your existing content management systems. Deployments are supported on Amazon Web Services (AWS) and Google Cloud Platform cloud environments, as well as with on-premises storage. In on-premises configurations, Irdeto worker nodes are centrally managed from AWS but run locally within your infrastructure.

## A single, uniform security solution for all distribution needs

Watermarking is applied to your encoded assets at the endpoint of your workflows before the content is distributed. As such you do not need to change any internal workflows to implement Irdeto TraceMark™ for Distribution, and this simplifies watermarking adoption for all departments in your organization. Strict enforcement of watermarking policies guarantees the security for all your distributed files. Best practice is to set things up such that once an asset has been made available for watermarking, it can only be distributed as individually watermarked asset.

## Effective identification and rights enforcement actions

On its own, even state-of-the-art watermarking technology provides minimal benefit. The winning formula requires a combination of robust technologies, scalable services and anti-piracy expertise. Irdeto TraceMark™ and associated services will help you identify the source of pirated content, immediately shut down illegal services and investigate and prosecute commercial pirates.

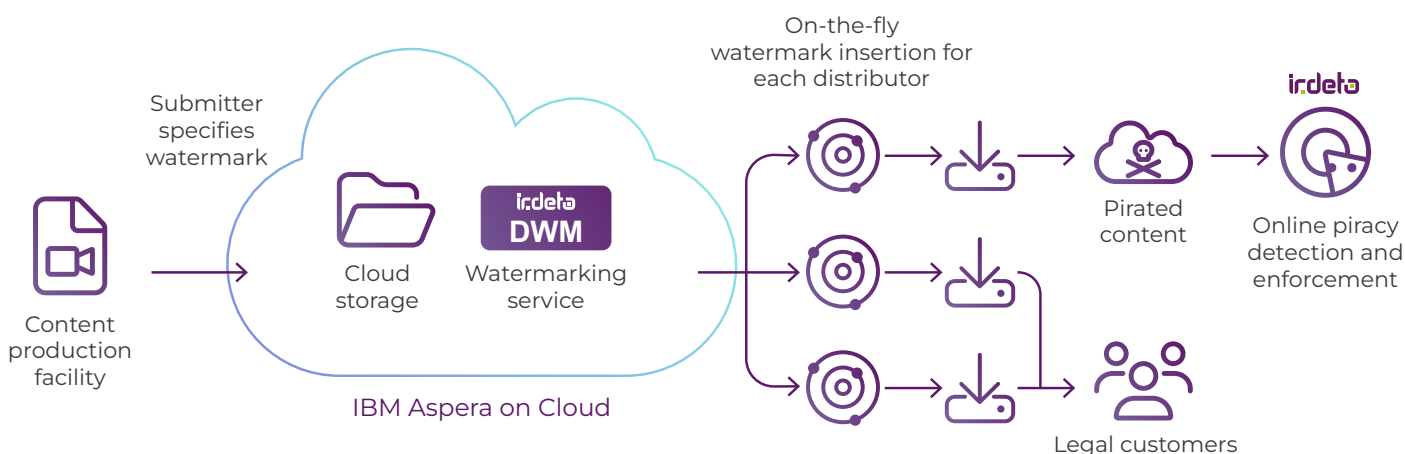


Figure 1: End-to-end workflow of Irdeto TraceMark™ for Distribution

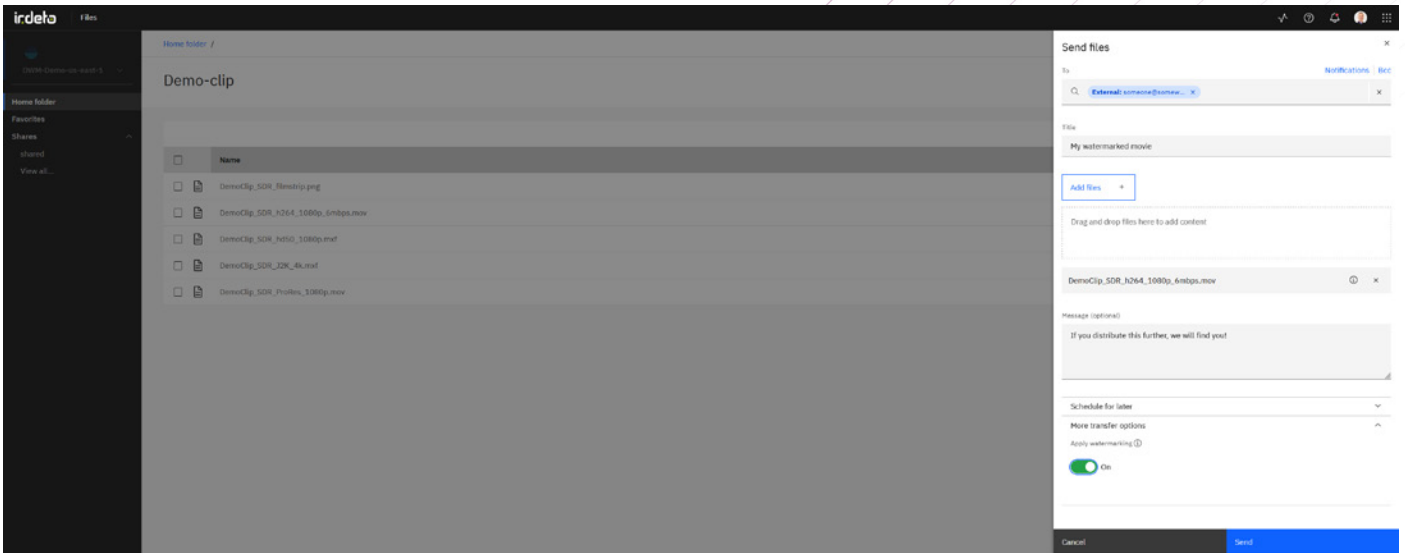


Figure 2: Sending a watermarked file via the IBM Aspera on Cloud Files interface

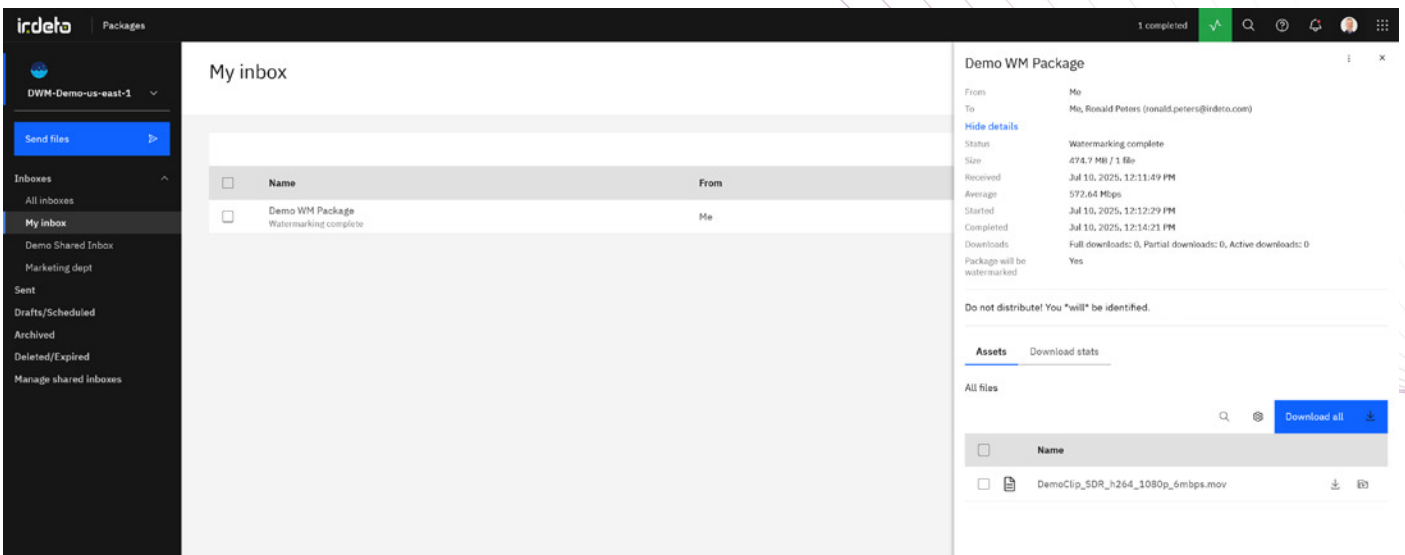


Figure 3: Downloading a watermarked file via the IBM Aspera on Cloud packages interface

Cartesian is trusted and recommended by the major Hollywood studios. Its auditing services comply to the studios rigorous standards, including MovieLabs Enhanced Content Protection specification for UHD and 4K content. The Farncombe Security Audit® Watermark provides confidence in the robustness of the watermark technology tested.



Cartesian, Inc.

Would you like to learn more about Irdeto TraceMark™ for Distribution or explore how it can enhance your revenue?

Reach out to us today at [www.irdeto.com](http://www.irdeto.com)!