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ATEME

Delivering Premium Live Channels: The Synergy of Ateame & Irdeto in High-Quality and Secure Streaming



EXECUTIVE SUMMARY

The challenge in the competitive landscape of premium live streaming is to deliver high-quality, secure content while maximizing revenue opportunities and audience engagement. Unauthorized distribution and piracy can lead to significant revenue loss, making robust content protection essential. Research by Oddspedia (2024) on sports fans, found that a significant 35% of respondents regularly watch games on pirate streams. Additionally, ensuring exceptional Quality of Experience (QoE) is crucial for retaining customers and driving higher retention rates and customer lifetime value.

Ateme and Irdeto have partnered to offer an end-to-end solution that addresses key business challenges, focusing on revenue generation, scalability, and cost optimization. Ateme's advanced compression, packaging & CDN solutions deliver high video quality with minimal latency, while Irdeto's multi-DRM and forensic watermarking ensure robust content protection. Their solutions together, include Content-Aware Encoding (CAE), Just-in-Time Packaging (JITP), Ultra-Low Latency (ULL) streaming, and real-time piracy detection and enforcement, enabling content owners to fully capitalize on their rights and protect their investments.



INTRODUCTION

In today's streaming landscape, Premium Live Channels are the cornerstone of sports, entertainment, and major event broadcasting. From 4K UHD live sports to pay-per-view concerts, viewers expect flawless quality, real-time delivery, and robust security against piracy.

To meet these demands, Ateme and Irdeto have partnered to provide an end-to-end solution that ensures exceptional Quality of Experience (QoE) and industry-leading content protection. Together, these technologies empower broadcasters and OTT providers to deliver premium content at scale—without compromising quality or security—while maximizing revenue opportunities and audience engagement.

THE BUSINESS CHALLENGES OF PREMIUM LIVE CHANNELS

1. Driving market differentiation

- The market for live streaming is highly competitive, requiring seamless delivery and unique offerings to retain customers.
- Delivering an unmatched QoE helps drive higher retention rates and increase customer lifetime value.

2. Securing revenues

- Unauthorized distribution or piracy can lead to substantial revenue loss, diminished content value, and violations of licensing agreements.
- A comprehensive content protection strategy ensures robust encryption, session-based watermarking, and real-time piracy detection, safeguarding investments and allowing content owners to fully capitalize on their rights.

3. Increasing profitability

- Purchasing premium video content rights requires significant investment and making it available to many simultaneous users is also costly.
- Reaching profitability requires optimization to reduce cost of operation and ownership on one hand and creation of new business models and revenue streams on the other hand.

HOW TO BOOST ENGAGEMENT POWERED BY A RELIABLE, SCALABLE AND COST-EFFECTIVE OFFERING

1. Unmatched Video Quality & Low-Latency Streaming (Powered by Ateme)

Ateme's advanced compression, packaging & CDN solutions ensure that premium live channels deliver stunning video quality with minimal latency:

- **Content-Aware Encoding (CAE)** and **AI-powered compression** optimize bitrate to content complexity, delivering high video quality at lower bitrates, cutting CDN costs, and boosting infrastructure efficiency.
- **Just-in-Time Packaging (JITP)** delivers content in multiple formats (HLS, DASH, CMAF) for broad device compatibility, maximizing audience reach with latest protocol innovations like subtitles, multiple audio tracks, and accessibility features.
- **Ultra-Low Latency (ULL) streaming** delivers a real-time experience, boosting fan engagement, betting, and interactive content, while avoiding the 'spoiler effect' from early notifications or social media updates.

2. Advanced Content Security & Revenue Protection (Powered by Irdeto)

Irdeto ensures that every premium live stream remains secure through multi-layered content protection, helping businesses protect and maximize their revenue:

- **Multi-DRM (Widevine, FairPlay, PlayReady)** ensures seamless playback across all devices and prevents unauthorized access.
- **Key per Track (KPT)** enhances security by encrypting video resolution groups (SD, HD, FHD and 4K) and audio with different keys.
- **Forensic Watermarking** embeds unique, trackable identifiers to detect and disrupt illegal restreaming, protecting PPV and exclusive content.
- **Real-Time Piracy Detection & Enforcement** enables rapid takedown of unauthorized content and provides the intelligence for site blocking, ensuring content owners retain exclusivity and full monetization of rights.

3. Operational Excellence

The power of **Ateme's cloud-native architecture** ensures a scalable reliable, cost-effective platform and future-proof solutions.

- **Scalable: Cloud-native flexibility** allows for the creation of pop-up or event channels that activate only during live events, optimizing resources and ensuring scalability.
- **Cost Optimization: Scalable multi-CDN** delivery reduces content distribution costs during high-traffic events, ensuring cost-effective delivery without compromising quality.
- **Innovation:** Ateme delivers future-proof video solutions with cutting-edge codecs such as advanced AV1/VVC encoding and AI-powered optimization.

Sports broadcasters face significant challenges when launching 4K UHD, low latency live streaming services for major international tournaments. Key business objectives include:

Ensuring a seamless, ultra-low-latency experience for millions of concurrent viewers

Protecting valuable live sports rights from piracy, illegal restreaming, and credential sharing

Personalizing content recommendations and targeted ads, enhancing user experience and maximizing revenue

SCENARIO

Enhancing Premium Live Streaming Services for Sports Broadcasters

HOW ATEME & IRDETO CONTRIBUTE TO REVENUE GROWTH, COST SAVINGS WITH A STATE-OF-THE-ART USER EXPERIENCE

By leveraging Ateme's solutions alongside Irdeto's multi-DRM & forensic watermarking, broadcasters can

- Deliver high-quality 4K UHD live streams with adaptive bitrate streaming and content-aware encoding to optimize bandwidth usage.
- Ensure ultra-low latency, allowing near real-time streaming for interactive experiences and live betting applications.
- Protect content with multi-DRM & forensic watermarking, enabling session-based tracking of illegal distribution.
- Monetize efficiently through dynamic ad insertion (DAI) and hybrid PPV/SVOD models, maximizing revenue potential.

THE EXPECTED BENEFITS

- Achieve 99.99% uptime during peak streaming hours, ensuring seamless audience engagement.
- Significantly reduce piracy incidents through real-time watermark tracking and enforcement.
- Drive notable revenue growth through diversified monetization strategies.



ENABLING THE FUTURE OF PREMIUM LIVE STREAMING

The demand for high-quality, low-latency, and secure premium live streaming is growing exponentially. Broadcasters, OTT providers, and rights holders must ensure their content is both optimized for superior QoE and protected against piracy threats, while also maximizing revenue and improving business efficiency.

With Ateame and Irdeto's joint solution, content owners and distributors can confidently deliver next-gen live experiences that are scalable, immersive, and highly secure—ensuring revenue protection, enhanced viewer engagement, and long-term business growth.



Ready to elevate your Premium Live Channel strategy?

Contact us to learn more about how Ateame & Irdeto can help you drive higher revenues and future-proof your streaming business.

[Contact us](#)

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Last modification: 24-03-2025 / 04:51 pm GMT+01:00

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