

A couple is seen from behind, sitting on a dark sofa in a dimly lit living room. They are watching a television that displays a colorful, abstract image. The room is decorated with a lamp on the left and a plant in the background. Overlaid on the image are several thin, white, concentric arcs that originate from the left and curve towards the right, creating a sense of motion or signal.

irdeto

Protect. Renew. Empower.

harmonic<sup>®</sup>

**Guarding Your Media Workflows:**  
The Power of Irdeto Managed  
Services with Harmonic

## EXECUTIVE SUMMARY

In today's rapidly evolving broadcast landscape, broadcasters and operators face significant challenges in managing their operations. The increasing competition from streaming services demands that they operate more efficiently while maintaining high-quality service delivery. Traditional broadcast operations are becoming more complex, requiring the integration of new technologies alongside legacy systems.

To remain competitive, broadcasters and operators must invest in the latest technology and optimize their workflows. However, managing these operations in-house can be resource-intensive and divert focus from core activities such as content creation and viewer engagement. The need for scalable, secure, and cost-effective solutions has never been greater, as operators strive to deliver exceptional viewing experiences while reducing operational overhead.

To address these challenges, Irdeto and Harmonic have joined forces to deliver a comprehensive, end-to-end solution that secures content delivery throughout its lifecycle.

Central to this offering are Irdeto Managed Services, which provide robust, end-to-end management of media workflows leveraging Harmonic's cloud and hybrid solution ensuring seamless integration from playout to delivery, avoiding operational silos and enhancing efficiency.

This partnership integrates Irdeto's TraceMark™ watermarking, which embeds unique, session-based forensic watermarks into every stream for rapid piracy source identification, protecting live high value events streaming or playback, ensuring tailored security measures based on their specific needs.

Furthermore, Harmonic's platforms support advanced monetization strategies through personalized ad experiences and targeted content delivery. This collaboration ensures clients benefit from enhanced scalability, advanced features, and comprehensive solutions.

# INTRODUCTION

**Irdeto Managed Services**, part of Irdeto Video Entertainment value-added services, offer a robust, end-to-end solution designed to future proof streaming and traditional broadcast workflows. These services optimize content delivery, enhance security, and reduce operational costs, enabling operators to focus on core activities and deliver exceptional viewing experiences to your customers. Our partnership with Harmonic enhances this offering by integrating VOS Media, a cloud-native solutions into the services offered by Irdeto. This collaboration ensures that our clients benefit from enhanced scalability, advanced features, and comprehensive solutions, operated by the skilled Irdeto Managed Services team, leaving clients free to focus on their subscribers.

## THE EVOLVING BROADCAST LANDSCAPE

As broadcast technology evolves, broadcasters and operators must embrace new trends and developments to retain and grow their subscriber base. Simultaneously, they need to maintain traditional operations while creating wider and more complex ecosystems. In the face of increased competition from streaming services, broadcasters and operators must operate more and more efficiently to retain their market share and invest in the latest technology.

Harmonic's range of media processing solutions allows operators to future-proof their technology, leveraging Artificial intelligence and scalable architectures. The Harmonic range of video processing solutions ensure high quality and efficient service delivery across all screens, on any transport network, including IPTV, cable, satellite, DTT and the internet. Irdeto partners with Harmonic to run these solutions on behalf of joint customers, providing skilled teams to manage and monitor the media processing workflows.

The broadcast industry also faces a shortage of skilled workforce. Experienced engineers are retiring, and younger staff are often less willing to specialize in what are perceived to be "legacy" technologies, despite their central role in the operator's success. As a result, broadcasters and operators are considering new staffing solutions for their "core" functions, seeking ways to achieve cost savings and reduce operational headaches without impacting performance.



## REAL SUCCESS STORY WITH HARMONIC

To stay competitive amidst the rapid growth of streaming services, a leading APAC Pay-TV operator partnered with Irdeto's Managed Services team to build a brand-new broadcast headend in new facilities. In recent years, Irdeto's Managed Services team has helped them to focus on delivering world-class viewing experience to its customers. Irdeto has delivered multiple components to their broadcast modernization project, consisting of a new state-of-the-art compression head-end, a new DVB "Service Information" (SI) generator platform, two new Conditional Access (CA) system platforms and an advanced Monitoring system. In addition, Irdeto offered unbiased advice and knowledge regarding market solutions thereby assisting them to build fully redundant systems in multiple geographically dispersed locations without interrupting the transmission of any subscription-TV services. A critical aspect of this transformation was the selection of Harmonic as a key technology partner. Harmonic's cutting-edge solutions were chosen for their superior performance and reliability. Harmonic's expertise in media processing, AI powered encoding and delivery played a pivotal role in the successful deployment and migration of the live systems, ensuring seamless integration and uninterrupted service.

Following the selection, testing, successful deployment and migration of the live systems, the client then took the decision to handover their broadcast operations. Irdeto now operates their multiple platforms including their Managed Mux-Compression, Managed SI-Gen, Managed CA, Managed Set Top Box, Managed Monitoring, and Managed Master Control Room (MCR) under a long-term agreement with a guaranteed Service Level Agreement (SLA). By handing over operations to Irdeto, the client can now focus on attracting and engaging viewers and invest in new business areas.



## ENHANCING VALUE THROUGH PARTNERSHIP WITH HARMONIC

While Irdeto has demonstrated its capability to independently manage complex streaming workflows, the partnership with Harmonic further enhanced the value provided to clients. Harmonic's cloud-native platforms offer robust solutions for media processing, playout, and distribution. By integrating Harmonic's technology, Irdeto can leverage:

1. **Enhanced Scalability:** Harmonic's solutions are designed to scale efficiently, accommodating growing demands and expanding services seamlessly.
2. **Cloud Native:** Harmonic's VOS Media® and XOS platforms are built on cloud-native architectures. This design ensures flexibility, resilience, and efficient resource utilization, enabling rapid deployment and scaling across various environments, including on-premises, hybrid, and public clouds.
3. **Advanced Features:** Harmonic's support for hybrid playout, high-quality streaming, and geo-redundant architecture ensures high uptime and seamless failover.
4. **Comprehensive Solutions:** Combining Irdeto's expertise in DRM with Harmonic's media processing and delivery capabilities can provide a more comprehensive and integrated solution for broadcasters and operators.

### IRDETO MANAGED SERVICES WITH HARMONIC

Content Ingest

Media Storage

Content  
Processing

Scheduling

Playout

Broadcast

Streaming  
(OTT)

Master Control Room /  
Network Operations Center High Profile Events

# WHY HARMONIC'S PARTNERSHIP WITH IRDETO LEADS TO AN EXCELLENT MANAGED SERVICE OFFERING

1. **Integrated Security and Media Processing:** Harmonic's solutions provide scalable, cloud-native media processing, enabling secure transcoding, packaging, and distribution. When combined with Irdeto's operational expertise, this ensures that content is protected from the first encoding step to the final delivery. The integration of Irdeto's TraceMark™ watermarking into Harmonic's encoder allows operators to embed unique, session-based forensic watermarks into every stream, enhancing content security and enabling rapid identification of piracy sources. The offering also provides flexibility to choose whether to embed watermarks always into the content or apply them dynamically during streaming or playback, ensuring tailored security measures based on their specific needs.
2. **Seamless Workflow Integration:** Harmonic's open APIs and modular architectures allow Irdeto's technologies to embed naturally into the workflow, ensuring that content protection does not impact performance or user experience.
3. **Future-Proof Solutions:** Both Irdeto and Harmonic continuously update their technologies to stay ahead of emerging threats and evolving industry standards, ensuring that the managed service offering remains resilient and effective.

## THE BENEFITS OF OUR MANAGED SERVICE OFFERING

- **Optimize Operations:** Streamline operations across new and legacy platforms, reducing OPEX and CAPEX.
- **Enhance Security:** Protect content with top solutions and expertise, ensuring uninterrupted viewing experiences.
- **Future-Proof Partnership:** Collaborate to achieve shared goals, benefiting from specialized consultancy and offloading complex technology management.
- **Operational Efficiency:** Reduce operational overhead and allow focus on strategic growth whilst benefitting from knowledge of multiple operators.
- **Simplified vendor management:** Interface with a single solution provider, reducing effort and overhead.



## THE BENEFITS OF OUR MANAGED SERVICE OFFERING

In today's competitive broadcast landscape, Irdeto Managed Services, enhanced by our partnership with Harmonic, offer a comprehensive solution for operators to optimize delivery, and reduce operational costs. By integrating advanced media processing and robust security measures, we enable broadcasters and operators to focus on delivering exceptional viewing experiences. Together, Irdeto and Harmonic ensure your content remains secure and your operations efficient, driving sustained success and profitability in this ever-evolving digital era.

