

TOLKA Watermark™ Solution

The increase of web-based content distribution raises the risk of revenue loss due to illegal sharing, copying, and redistribution. To protect valuable content, conditional access systems commonly allow broadcasters to generate a secure link which grants content access between the head end and the individual set-top boxes. The protection of conditional access and DRM stops once access is granted. Another form of protection is then needed to prevent illegal redistribution.

TOLKA Watermark™ is a software-based solution that addresses the needs of the broadcasters to protect content from illegal redistribution and revenue loss. The development of elaborate watermarking techniques is essential. TOLKA Watermark™ implements our patented technology, the Digital Signature Engine (DSE), to insert an invisible digital signature at each playout device.

The digital signature is unique to each playout device. If illegally redistributed content from the operator's network is found, TOLKA Watermark™ can see the matching Digital Signature ID. Follow-up action can then be taken against the identified playout device.

System Benefits

- The most affordable watermark solution on the market
- Software-based, eliminating the cost of dedicated hardware
- Compatible with set-top boxes and various smart devices
- Simplified decoding and ease of implementation
- Durable security based on variety, making it harder to bypass

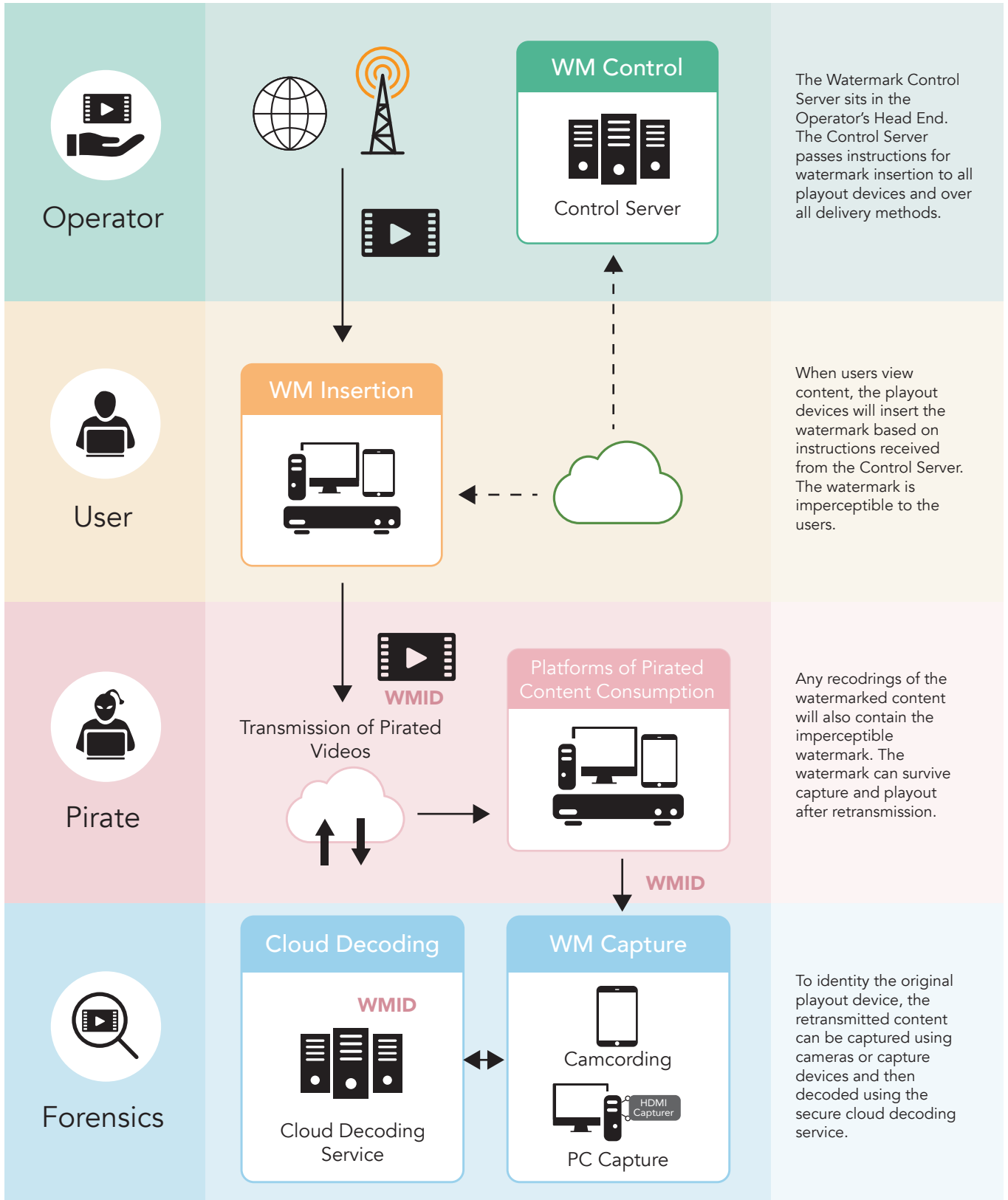
System Requirement

- TOLKA Watermark™ server with internet access
- TOLKA Watermark™ ready set-top boxes
- TOLKA Player™ or TOLKA Watermark™ module
- 25-50 kbps available in the distribution path

System Functions

- Registration of set-top boxes and smart devices through the Watermark Server
- Coordination with selected CA servers
- Assignment of watermark IDs to each set-top box and smart device
- Watermark combination scheduling
- Assignment of watermark ID to specific playout devices
- Cloud-based watermark analysis and decoding
- Identification of playout devices
- Warning or blackout functions in the playout devices

ADTH Tolka Client-Side Watermark System



ADTH

For over 20 years, Atlanta DTH, Inc. has been a leading supplier of cable and satellite DTH communications equipment and an innovator of ground-breaking telecommunication systems for IPTV, OTT, DTT and other media related applications. Our solutions provide the tools for content broadcasters to expand their service offerings to existing and new customers allowing them to expand and develop their markets. We strive to meet the technological goals of our customers, be it in the broadcast, telecommunications or IPTV markets.

TOLKA, an ADTH company

