



PRESS RELEASE

CineSend Adopts NAGRA's Highest Level of Security to Protect Movies Delivered through its Streaming Platforms

NAGRA NexGuard forensic watermarking continues to be the go-to standard for the protection of high-value content against illicit use and piracy

Cheseaux-sur-Lausanne, Switzerland and Phoenix, (AZ), USA – September 7, 2022 – NAGRA, a Kudelski Group (SIX:KUD.S) company and the world's leading independent provider of content protection and multiscreen television solutions, today announced that its NexGuard forensic watermarking and detection services have been selected by CineSend, an industry leader in streaming video solutions for high-security media applications.

CineSend OTT is a white-label streaming platform widely used by the Media & Entertainment space to host online screening events, virtual festivals, and premium direct-to-consumer offerings. The customer-branded streaming platform is trusted by hundreds of customers across the globe, including Lionsgate, A24, Cineplex, Tribeca and HBO, to keep their high-value content secure.

The integration of NAGRA NexGuard watermarking solution enables user-specific forensic watermarks wherever video is consumed – across web, mobile, and native TV apps for AppleTV, Roku, FireTV, AndroidTV, and Tizen. It also serves as a strong deterrent against copying or restreaming valuable content.

“To ensure the protection of our customer’s content, we required a partner who not only understood our business but also had a strong track record as a trusted market leader in this space,” said Colin Carter, founder and CEO at CineSend. “NAGRA met that need, immediately understanding the challenges we faced and knowing what was required to solve those challenges.”

NAGRA NexGuard forensic watermarking is the most robust and imperceptible forensic watermarking available. Trusted by all of the major Hollywood studios, and deployed widely across major streaming platforms, the server-side forensic watermarking technology enables CineSend to increase the security of its streaming offerings through unique watermarks for each stream of content without requiring any changes on the playout for any device. This approach helps keep piracy at bay across the platform and safeguards content against unauthorized use by enabling the ability to track down stolen content.

“As the industry leader by market share, NAGRA is continuing its work as the trusted and preferred partner for forensic watermarking and anti-piracy services,” said Ken Gerstein, Vice President Sales at NAGRA. “Protecting our customer’s valuable content is a responsibility we invest in and take extremely seriously, and we’re delighted to support CineSend as they distribute content for major studios and film festivals worldwide, to audiences of millions.”

To chat with an expert and identify the best watermarking or anti-piracy strategy for your business, contact us [here](#) or **meet with us at IBC 2022, September 9-12, Hall 1 Stand C81**.

For more information on NAGRA’s forensic watermarking and anti-piracy services visit <https://dtv.nagra.com/nexguard-forensic-watermarking> and <https://dtv.nagra.com/anti-piracy-services>.

About NAGRA

NAGRA, the digital TV division of the Kudelski Group (SIX:KUD.S), provides security and multiscreen user experience solutions for the monetization of digital media. The company provides content providers and DTV operators worldwide with secure, open and integrated platforms and applications over broadcast, broadband and mobile platforms, enabling compelling and personalized viewing experiences. Please visit dtv.nagra.com for more information. Follow us on [Twitter](#) and [LinkedIn](#).

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