



• LIVE IN PRODUCTION AT

Telekom Srbija Group

Film, episodic and live sports - **not a pilot, not a lab result**. Every figure on this page comes from that deployment.

INVISIBLE FORENSIC WATERMARKING · DETECTION · TAKEDOWN

The leaked video tells you who leaked it.

An invisible fingerprint, different in every video copy you send out. When one turns up where it should not, we read the mark back out of it.

100%

of marked video copies correctly identified in testing to date

Invisible

nothing on screen; the subscriber sees your picture, unchanged

640×360

still identifiable - even from a recording of a screen

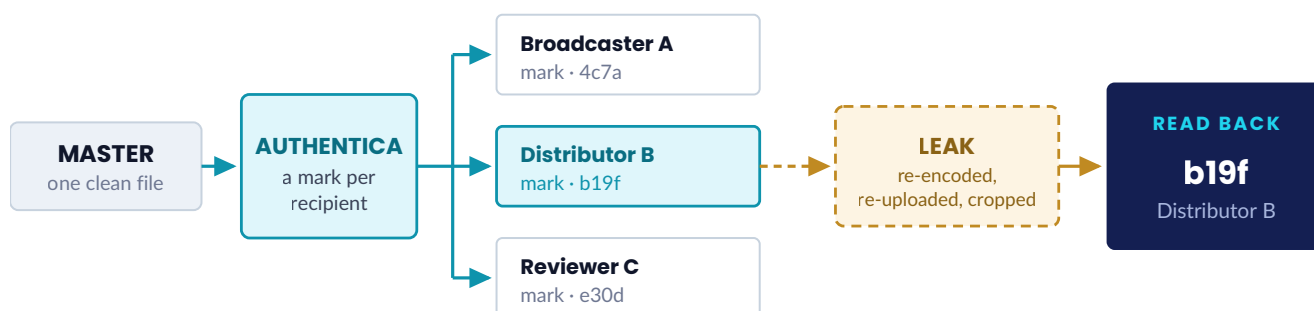
VOD + live

one engine; per-file, or per output branch of a channel

ONE PROVIDER, THE WHOLE PIRACY LOOP



HOW A LEAK GETS A NAME



Read straight out of the pirated video - after re-encoding, re-upload, cropping, even a recording of a screen. Down to **640×360**, with a stated confidence grade.

PIRACYREMOVAL - 2025, IN PRODUCTION

+1,700

streams of episodes and films removed

+18,000

illegal streaming links of sports content detected

+100

illegal streaming platforms discovered worldwide

+50

illegal IPTV platforms detected; legal action started on five

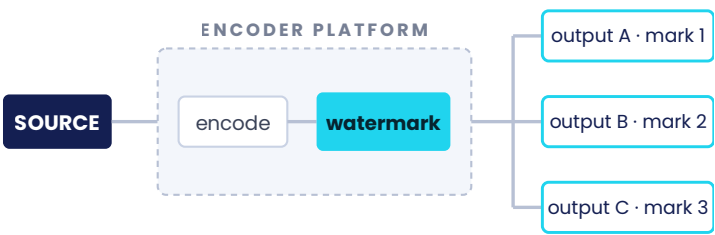
+930

illegal streams removed per sports channel, on average, per year



LIVE CHANNELS

A different video copy down every distribution path



Marking the master cannot tell you which feed was re-streamed. Marking each output branch can.

Live today in front of the Arena sports channels: **PiracyRemoval** captures the illegal re-streams in real time and feeds them straight into extraction.

Watermarking sits after the encode, where the stream branches.

IN THE APPLICATION

- Your video never leaves your machine.**
Only the label is registered; the picture is processed locally.
- Registered before it is embedded.**
No marked video copy can exist without a record of it.
- Up to three marks per file.**
They stack, and all read back as a chain.
- AI-training prohibition, optional.**
A tick-box writes a no-training notice into the file.

READING THE RESULT

Drop in the suspect file and press verify. Nothing to type.

A hit returns the label, a confidence grade - **strong**, **very strong** or **conclusive** - and how much of the fingerprint survived.

It will not guess. Too thin a trace comes back inconclusive, never as the wrong name.

ENFORCEMENT – SERBIA, 2023–2024

01

Unauthorised retransmission identified

02

Case prepared with law enforcement

03

Coordinated raids; evidence secured

04

Liability acknowledged; damages settled

The premium channels Arena Sport and Superstar were being retransmitted without authorisation by several Serbian cable operators, among them Msat Inzenjering, Skynet KTV, Alteko, KDS Jala and Truf. All identified parties acknowledged liability, and in most cases concluded financial settlements compensating Telekom Srbija for damages.

Following those actions, infringement migrated to smaller IPTV and OTT services. The same approach has concluded one such case, with further proceedings in progress. Serbia has no blocking-injunction regime, which limits how quickly an infringing service can be taken offline - **a gap that tracing each video copy addresses directly.**

Telekom Srbija Group

THE SCALE THAT MAKES CONTROL NECESSARY

The media and telecommunications leader of the Western Balkans - **15 markets**, own productions distributed on five continents. At this volume, tracing every video copy stops being optional.

GROUP	15 markets of operation	>14m subscribers	>2m multimedia subscribers	€2.3bn annual revenue	>13,000 employees
CONTENT	>100 original titles; >€100m invested in production	400 broadcast productions	40 HD sports channels, the region's first HD platform	3,000 live events a year - 5,600 hours of live broadcast	>30 countries of distribution, five continents

Original drama syndicated via **Disney+**, **Amazon Prime** and **HBO**. Under Authentica protection today: **25+ TV channels**, **100+ films and series**, **20 sports channels**.

Send us a file. We'll mark it, then find the mark again.

We watermark a clip of yours, put it through a pirate-grade re-encode, and read the mark back in front of you. About half an hour, at the stand or afterwards.

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