



AVOID UNAUTHORIZED CONTENT CONSUMPTION

CONAX PAIRING – OPTIMAL CONTENT SECURITY – PROTECTS STB INVESTMENTS
– PAVES THE WAY FOR LOWEST COST OF OWNERSHIP

CONAX PAIRING

SECURING THE FUTURE





DEVELOPMENT OF BROADBAND INFRASTRUCTURES CREATES NOT ONLY OPPORTUNITIES

FOR NEW USER SERVICES, BUT ALSO AN INCREASED THREAT OF UNAUTHORIZED CONTENT CONSUMPTION.

NEW OPPORTUNITIES - NEW THREATS

Development of broadband infrastructures creates not only opportunities for new user services, but also an increased threat of unauthorized content consumption. To meet the challenge, operators have begun to shift focus to security of the set-top box to avoid impending threats such as:

- Control word redistribution
- Set-top box hijacking

SOLUTION – ADDITIONAL SECURITY FOR SET-TOP BOXES

Conax has developed advanced pairing technology where Conax' advanced content security is extended directly into the chipset of the set-top box - for an additional level of content security.

Today, all Conax Pairing set-top boxes undergo a security and functional evaluation, providing operators with the right set-top boxes to avoid content leakage and set-top box hijacking.

By deploying Conax Pairing, pay TV operators' investments in premium content and subsidized set-top boxes pave the way for lower cost of ownership.

ROBUST SECURITY AND FREEDOM OF CHOICE – COMBINED

Leading chipset vendors and set-top box vendors around the globe provide a rich selection of both high and low end set-top boxes supporting Conax Pairing - secure set-top boxes at competitive prices.

BUSINESS VALUE - CONAX PAIRING

PREVENT: CONTROL WORD SHARING / REDISTRIBUTION

A control word redistribution scenario may occur if it is possible to obtain the control words used to decrypt content from the set-top box. Unauthorized control words are then redistributed to non-paying viewers.

With Conax Pairing, an authenticated encrypted channel is established between the Conax smart card and the chipset in the set-top box. The control word used to decrypt the content is not revealed on any available interface, reducing the risk significantly.

PREVENT: SET-TOP BOX HIJACKING

Many pay-TV operators subsidize the set-top box to make the total offering more attractive. With large subscriber bases, such investments may be substantial. Set-top boxes supporting Conax Pairing are bound to the digital TV operator that financed them, and cannot be hijacked by another operator.

PREVENT: UNAUTHORIZED CONSUMPTION OF HIGH VALUE CONTENT

Content providers are placing demands on digital TV operators to secure set-top boxes in their operations before releasing content to the operator to avoid unauthorized consumption.

Only Conax security approved pairing STBs will ensure that end users legally consume the specified content offer.

ASSURANCE: CONAX SECURITY EVALUATION AND CONFORMITY TEST

All set-top boxes supporting Conax Pairing are required to pass a conformity test and security evaluation. Independent specialist security laboratories perform the security evaluations. Based on the security evaluation, the set-top box is given a security level in accordance with the Conax security scale. The security level indicates how robust the set-top box is to attack. Conax recommends that digital TV operators deploy set-top boxes with the highest security level possible to prevent set-top box piracy.

SECURING YOUR BUSINESS

PROVIDING OPERATORS WITH THE RIGHT SET-TOP BOXES TO AVOID CONTENT LEAKAGE AND SET-TOP BOX HIJACKING

THE CORE OF CONAX CONTENT PROTECTION

The basis for all Conax product offerings is the Conax CAS7 subscription components necessary for securing a pay-TV operation.

For extended digital TV services, optional Conax CAS7 components and associated products can be added:

- **Conax CAS7 On-demand** for On-demand services such as PPV events, VOD and push VOD
- **Conax CAS7 Pairing** for additional security level and protection against STB hijacking
- **Conax CAS7 Messaging** for directly addressing the end-users STBs
- **Conax CAS7 Mobile** for ordering of TV services via mobile phone SMS text messages
- **Conax CAS7 Vouchers** for purchase of access through prepaid solutions, i.e. scratch cards/vouchers
- **Conax CAS7 Tokens** for PPV tokens mode support
- **Conax CAS7 Fingerprinting** for enabling tracing of illegally distributed copies of content
- **Conax CAS7 IPTV** for DVB over IP
- **Conax Data Playout Manager** for management and play-out of any data to STBs
- **Conax PreEncryptor** for encrypting content prior to broadcasting

Head office
Conax AS
Kongens gate 8
P.O. Box 425 Sentrum
NO-0103 Oslo
Norway
Tel: +47 22 40 52 00
Fax: +47 22 41 70 39
info@conax.com

Conax Singapore
Conax Singapore
152 Beach Rd., #28-01
Gateway East,
Singapore 189721
Tel: +65 68279761
Fax: +65 62952567

Conax India
Conax Access Systems
Private Limited,
5th floor, Kaisons Alpha Square,
A - 3, Alpha Commercial Belt,
Sector Alpha - 1, Greater Noida,
Uttar Pradesh 201310
India
Tel: +91 120 467 43 00
Fax: +91 120 467 43 99

Conax USA
Conax USA, Inc.
31102 Via Cristal,
San Juan Capistrano,
CA 92675
USA
Tel: +1 (949)-690-4880

Conax China
Conax China
1102, Guangming Building,
Liangmaqiao Road
Chaoyang District
Beijing 100125
China
Tel: +86 10 6465 6490
Fax: +86 10 6465 6483

Conax Germany
Conax GmbH
Charlottenstrasse 68
10117 Berlin
Germany
Tel: +49 3020 188 332
Fax: +49 3020 188 333

Conax Latin America
Conax Latin America
Rua Fidêncio Ramos, 101 cj-81
Vila Olímpia
São Paulo - SP - CEP: 04551-010
Brazil
Tel: +55 11 3846-1726
Fax: +55 11 3044-1923

Conax Russia
Conax Russia
Akademika Koroleva street,
13, office 5
129515, Moscow, Russia
Cell: +7 903 625 68 13

Conax South Korea
Conax South Korea
#704 Taesung Bldg. 265-6,
Seohyung-dong, Bundang-gu,
Seongnam-si, Gyeonggi-do
Korea 463-824
Tel: +82-31-781-6684/5
Fax : +82-31-781-6604

Conax Canada
Conax Canada
Toronto
Canada
Tel: +1 647 404 9920