



Irdeto Acquires BayTSP

Strategic Acquisition of Anti-Piracy and Business Intelligence Company Significantly Expands Irdeto's Security Portfolio and Revenue-Generating Capabilities

AMSTERDAM, BEIJING and OTTAWA - October 24, 2011 – [Irdeto](#), a global software security and media technology company, today announced the acquisition of [BayTSP](#), a search, discovery and anti-piracy company based in Santa Clara, California. Irdeto purchased BayTSP to expand its security portfolio and complement its award winning [Irdeto ActiveCloak™](#) solution. Following a recent [acquisition of BD+ technology](#) from Rovi Corporation, the BayTSP deal further demonstrates the company's commitment to partnering and delivering end-to-end, dynamic security solutions for media companies particularly the content creation and distribution side of the business such as the Hollywood studios.

“The acquisition of BayTSP allows us to extend further our trusted, end-to-end security partnering offering for media companies, and also initiates a brand new area of growth into revenue-generating, business insights for our customers with the valuable media consumption data we now have access to” said **Graham Kill, CEO of Irdeto**. “We know better than anyone how critical it is to proactively and aggressively fight digital theft, and BayTSP's monitoring capabilities will help us take digital piracy detection to an even higher level. The new business intelligence technology, which uncovers hidden market opportunities and insights, opens the door for Irdeto to not only protect our customer's revenue but to have a role in growing it.”

Since 1999, BayTSP has provided customers, including most of the top U.S. Hollywood studios, premium pay television networks and gaming companies with search and discovery services that identify and track unauthorized digital content, independent of language, across major Internet sites worldwide. Already providing dynamic security solutions to customers such as [Comcast](#), [Sony](#) and [Toshiba](#), Irdeto identified a unique opportunity for BayTSP's intellectual property and patent licenses to complement its current portfolio and broaden its online monitoring, detection and anti-piracy capabilities. In particular, Irdeto will look to combine BayTSP's managed services with [Irdeto ActiveCloak™ for Media](#). In addition, Irdeto will offer BayTSP's unique business intelligence solution, providing customers with actionable market feedback and analytics that maximize content distribution and associated revenue.

“It is a welcome opportunity to join an organization that shares our vision of creating an environment where digital media is not stolen or misused online,” said **Stuart Rosove, CEO of BayTSP**, who will remain with Irdeto. “BayTSP's current technologies are well positioned for innovation and expansion as part of the Irdeto community and we look forward to working together

to both minimize the threat of piracy for content owners and providers and to provide revenue opportunities through our analytics.”

The newly acquired BayTSP team will remain located in Santa Clara as well as its satellite operations. All current BayTSP customers will continue to experience the same, uninterrupted level of service with the ability to expand their content security program with Irdeto’s industry-leading solutions. In addition, Irdeto’s global customers will immediately have access to the new monitoring, anti-piracy and business intelligence offerings and can use them as stand alone or complimentary to other Irdeto products and services.

BayTSP’s technology has the ability to serve many industries including Movies, Television, Live Events, Music, Software, Publishing and Games, all of which are aligned with Irdeto’s target markets. The core BayTSP technology that Irdeto will leverage includes:

- [High Level Detection](#): With the most comprehensive monitoring capabilities in the industry BayTSP’s technology can identify and track digital assets across all major Internet protocols and send immediate notification once a leak has been validated.
- [Tracking and Enforcement](#): BayTSP’s technology enables the removal of content and/or distribution of cease and desist notices, working with ISPs and site operators to ensure content removal.
- [Business Intelligence and Monetization](#): Monitoring consumption across all major Internet channels to guide critical business decisions about managing and monetizing content.

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About Irdeto

Irdeto is the most innovative software security and media technology company in the world. Through its dynamic monetization and security technologies, the company allows new forms of distribution for broadcast, broadband and mobile entertainment, as well as for the world’s most popular apps, eStores and consumer devices. Co-headquartered in Amsterdam and Beijing, the company employs more than 1,000 people in 25 locations around the world. Irdeto is a subsidiary of multinational media group Naspers (JSE: NPN). Please visit Irdeto at www.irdeto.com.

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