



**20
25**

**TECHNOLOGY
INNOVATION
LEADER**

*Enhancing Customer Impact Through
Powerful Technology Integration*

*RECOGNIZED FOR BEST PRACTICES IN THE
GLOBAL DIGITAL CONTENT SECURITY AND
ANTIPIRACY INDUSTRY*

F R O S T  S U L L I V A N

Table of Contents

Best Practices Criteria for World-class Performance3

What You Need to Know about the Technology Innovation Leadership Recognition ... 10

Best Practices Recognition Analysis 10

 Technology Leverage..... 10

 Business Impact 10

Best Practices Recognition Analytics Methodology..... 11

 Inspire the World to Support True Leaders 11

About Frost & Sullivan 12

 The Growth Pipeline Generator™ 12

 The Innovation Generator™ 12

Best Practices Criteria for World-class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each recognition category before determining the final recognition recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. Friend MTS excels in many of the criteria in the digital content security and antipiracy space.

RECOGNITION CRITERIA	
<i>Business Impact</i>	<i>Technology Leverage</i>
Financial Performance	Commitment to Innovation
Customer Acquisition	Commitment to Creativity
Operational Efficiency	Stage Gate Efficiency
Growth Potential	Commercialization
Human Capital	Application Diversity

The Digital Shift Reshapes Content Security and Antipiracy Strategies

“Frost & Sullivan applauds Friend MTS for combining proprietary detection tools, operational scalability, and deep industry expertise to deliver one of the most effective solutions in the content protection space. In a market where seconds matter and precision defines success, the company stands out for its ability to protect over 100 million apps and devices worldwide, demonstrating an exceptional capability to secure content across platforms, operating systems, and distribution models.”

**- Alaa Sayed,
Vice President of Research**

Global content security and antipiracy are rapidly transforming as the media landscape shifts toward digital-first and direct-to-consumer distribution models. Within this context, traditional broadcasters, sports rights owners, and streaming platforms face a broader and more aggressive array of threats. Illegal internet protocol television (IPTV) services and content delivery network (CDN) leeching, artificial intelligence (AI)-driven spoofing, deepfakes, and restreaming are becoming more sophisticated. Piracy is operating at scale, often leveraging legitimate infrastructure to disguise or facilitate illegal access.

At the same time, the explosion in global content consumption (such as live sports, premium scripted entertainment, and on-demand libraries) raises the

stakes. In 2025, piracy directly erodes revenue, drives up costs, and undermines licensing integrity. More users circumventing paywalls and exploiting geographic restrictions translates into immediate revenue loss and long-term damage to business value.

In response, the market is prioritizing solutions that unify detection, enforcement, and deterrence. Multi-region content monitoring, forensic watermarking, dynamic server and domain blocking, and advanced video fingerprinting became essential to any modern content protection strategy. Providers must offer real-time disruption, precise piracy attribution, and compliance with regional privacy laws, all while preserving user experience and legitimate access, which remains a critical demand in today's streaming-driven landscape.

Although budget and return on investment (ROI) concerns still influence decisions, organizations are starting to treat content protection as a strategic investment rather than a cost burden. This shift drives the market's steady growth, with revenues reaching \$1.01 billion in 2023 and surpassing \$1.02 billion in 2024.¹ Specifically, regulatory pressure, consumer awareness, and the need for advanced capabilities are driving growth.

In this landscape, Friend MTS stands out as a prominent technology innovator, offering one of the most comprehensive proprietary portfolios in the content protection space. The company meets the full spectrum of protection demands through its integration of automated global monitoring, subscriber- and distributor-level watermarking, Emmy Award-winning fingerprinting, and industry-defining dynamic server blocking. Frost & Sullivan recognizes that Friend MTS' expertise, operational scale, and customer-centric execution make it a key enabler for rights holders aiming to reduce piracy, restore value, and stay ahead of the next wave of threats.

Friend MTS: A Proprietary End-to-end Content Protection Portfolio

Founded in 2000 and headquartered in London, Friend MTS offers a comprehensive, advanced portfolio built entirely in-house and maintained through proprietary development. The company's core technology stack is organized into three pillars: monitoring, watermarking, and blocking.

Friend MTS's global monitoring system, powered by a proprietary video fingerprinting technology, scans open and closed private services, regional platforms, and social media to enable large-scale, automated detection of infringing content across platforms. Its watermarking suite (covering both subscriber and distributor levels) pinpoints the source of piracy with high precision. The company also deploys Dynamic Server Blocking to cut off consumer access to illegal video delivery infrastructure in real time.

Friend MTS structures its solutions around three strategic actions: monitor (to locate stolen content quickly), identify (to trace the source and assess vulnerabilities), and disrupt (to take down pirate operations and redirect audiences to legitimate services). With tools that scale globally and adapt locally, the company empowers its clients to secure content, reduce subscriber churn, and protect long-term revenue.

Speed, Precision, and Strategy in the Fight Against Piracy

As illegal IPTV services, AI-assisted piracy, Web3-enabled distribution, and CDN leeching evolve rapidly, Friend MTS responds with speed and strategic precision. The company continuously profiles piracy behaviors to anticipate shifts in tactics and deploy targeted countermeasures before damage escalates. Unlike generalist cybersecurity providers, the company focuses exclusively on antipiracy and content

¹ Frost Radar: Digital Media Content Security and Anti-piracy Services, 2024 (Frost & Sullivan, December 2024)

security, allowing it to specialize in methods that go beyond baseline defenses. Its end-to-end framework delivers a unified, purpose-built system that allows clients to respond swiftly without relying on fragmented tools or teams.

“Frost & Sullivan commends Friend MTS for its unwavering focus on customer value and measurable outcomes, an approach that fuels its commercial growth and reinforces its position as a leading player in the global content protection market. Customers frequently describe the company as a top-tier provider, highlighting superior service delivery and results that consistently exceed expectations.”

**- Manuel Albornoz,
Best Practices Research Analyst**

At the core of the company’s platform is Friend MTS’ Emmy Award-winning video fingerprinting technology. This technology analyzes the equivalent of three years’ worth of video content each day, scanning unauthorized sources and matching them against verified reference assets.² Today, Friend MTS operates at a scale that enables near real-time detection, even across vast pirate libraries and thousands of simultaneous IPTV streams.³

Friend MTS’ platform supports high-volume monitoring across regional IPTV environments without sacrificing detection speed or accuracy. It can identify operations that appear to be local services but rely on

globally distributed infrastructure. The company’s investigative teams trace these networks beyond their surface-level presentation, uncovering cross-border connections that inform enforcement. Aligning technical capabilities with legal and geographic context, Friend MTS tailors its interventions (whether through upstream provider engagement, legal action, or direct network disruption) to apply pressure where it is most effective.

Building on this detection capability, the company applies a forensic, intelligence-led approach that targets the infrastructure enabling unauthorized distribution. Friend MTS’ specialized investigation teams conduct deep network tracing, analyze financial flows, and support legal action with evidence that meets enforcement standards. With this approach, rights holders gain visibility into the true scale of piracy, uncovering thousands of unauthorized channels distributing their content.

Watermarking also plays a critical role in source attribution. Friend MTS offers subscriber-level and distributor-level watermarking to pinpoint compromised access points. The system links these identifiers to individual user accounts or distribution partners, allowing teams to revoke access immediately after detecting a breach. In live events like professional football matches, watermarking enables rapid takedown of compromised streams, protecting revenue in real time.

Dynamic blocking adds another layer of disruption. Using its proprietary Dynamic Server Blocking technology, Friend MTS identifies piracy sources in real time and provides internet service providers (ISPs) with the data they need to block consumer access under regional legal frameworks. Where jurisdictions permit, the company works directly with ISPs to block access to content delivery servers distributing stolen material. Friend MTS combines this technology with intelligence from the Piracy Source Register (a

² Frost & Sullivan Interview with Friend MTS (May 2025)

³ Frost Radar: Digital Media Content Security and Anti-piracy Services, 2024 (Frost & Sullivan, December 2024)

constantly expanding database of millions of indexed piracy sources) to neutralize threats at scale while minimizing false positives.

Ultimately, Friend MTS' independence from third-party technology vendors gives it full control over its innovation roadmap. This autonomy, reinforced by strategic investment from private equity firm NorthEdge, enables the company to scale its portfolio, strengthen its position in core markets, and expand into adjacent industries where video security is becoming essential.

Frost & Sullivan applauds Friend MTS for combining proprietary detection tools, operational scalability, and deep industry expertise to deliver one of the most effective solutions in the content protection space. In a market where seconds matter and precision defines success, the company stands out for its ability to protect content on over 100 million apps and devices worldwide, demonstrating an exceptional capability to secure content across platforms, operating systems, and distribution models.⁴

Strategic Onboarding that Mirrors Technical Excellence

Friend MTS approaches customer onboarding and service delivery with the same strategic focus that drives its technology development. Given the sophistication of its solutions, the company prioritizes ease of adoption, ensuring customers can realize value quickly without unnecessary complexity. The company's implementation process uniquely matches each customer's technical environment, regulatory landscape, and operational readiness.

Friend MTS' modular structure gives customers the flexibility to address their most urgent needs first, whether through monitoring services, subscriber watermarking, or targeted takedown strategies. Many engagements begin with a security audit or investigative assessment that helps quantify the scale of piracy and trace its source. From there, Friend MTS works side by side with the client to build a tailored response strategy based on risk exposure, internal resources, and market dynamics.

Friend MTS deploys monitoring services and client-side watermarking within days or weeks. More advanced offerings, such as dynamic server blocking, may require longer timelines due to jurisdictional requirements. Still, the company draws on deep legal and regulatory expertise to navigate these frameworks transparently, ensuring all deployments remain compliant with local data sovereignty and cybersecurity laws. Whether operating in North America, Europe, or Asia-Pacific, Friend MTS enables customers to scale with confidence, balancing global reach with sensitivity to local technical and regulatory nuances.

Beyond technical onboarding, Friend MTS focuses on customer alignment to drive adoption and long-term value. The company emphasizes close collaboration, tailoring its approach to each customer's priorities, resources, and market realities to ensure solutions are effectively integrated and deliver sustained impact.

Finally, Friend MTS pairs its robust technology platform with exceptional customer service. Its Customer Success, Security Investigations and 24x7 Operations teams add a vital human layer, offering expert guidance, real-time support, and ongoing strategic input to keep clients ahead of evolving threats. These teams also deliver expert analysis that goes beyond technical troubleshooting: they interpret piracy

⁴ "Did you know?" (Friend MTS website: <https://www.friendmts.com/>)

patterns, track threat evolution, and assess platform-specific vulnerabilities to help clients understand where risks originate and how best to respond. The company's delivery model integrates technology, process, and people, engaging all stakeholders to define and execute scalable, effective content protection strategies.

Frost & Sullivan recognizes Friend MTS for pairing sophisticated technology with a well-supported, accessible deployment process that drives immediate value for customers. Whether serving global rights holders or regional broadcasters, the company ensures that implementation acts as a gateway to effective content protection and actionable intelligence.

Delivering Sustained Value through Adaptability and Long-term Partnerships

With 130 employees and a global footprint (including commercial teams in Europe, North America, Latin America and Asia), Friend MTS serves high-profile clients such as Sky, UEFA, FIFA, BBC Studios, Premier League, Fubo, Rogers Sports & Media, and beIN Sports. These long-standing relationships reflect the company's ability to deliver sustained value and adapt to evolving customer needs. Clients entrust Friend MTS with safeguarding \$60 billion in media rights, highlighting the critical value of the content it protects and the confidence that leading rights holders place in its solutions.⁵ The following examples illustrate how Friend MTS translates that trust into measurable outcomes for its customers.

Securing Global Distribution for a Leading European Broadcaster: A prominent European broadcaster faced rising piracy threats targeting its high-value scripted content, with illegal redistribution undermining exclusive licensing agreements across international markets. To address this issue, Friend MTS deployed its automated monitoring platform and advanced enforcement toolkit (including cease-and-desist notices, and infrastructure host escalation). Between 2018 and 2023, the company identified over 1.7 million infringing assets and removed 84% through sustained enforcement.⁶ As a result, the broadcaster expanded its partnership, doubled the number of protected titles, and became a recognized industry advocate for antipiracy best practices.

Disrupting Live Sports Piracy at Massive Scale: A global rights owner required a solution that could surpass outdated monitoring tools and neutralize real-time content theft. Friend MTS implemented its Dynamic Delivery Server Blocking solution, supported by global monitoring and forensic analysis. This strategy blocked up to 12,000 infringing servers per event, drastically reducing illegal consumption and restoring value to licensed platforms.⁷ Friend MTS safeguarded billions in media rights and established a scalable enforcement model that clients replicate across multiple markets. Overall, the company's targeted enforcement capabilities help rights holders protect high-value content, maintain licensing integrity, and deter large-scale piracy.

Reducing Piracy and Strengthening Subscriber Growth for a Pay TV Operator: A major Pay TV operator aimed to curb piracy across its portfolio of live sports, scripted series, and Hollywood films. Friend MTS delivered a layered solution that included subscriber watermarking for over-the-top and set-top box environments, real-time monitoring, and Dynamic Server Blocking. These tools enabled the operator to

⁵ "Did you know?" (Friend MTS website: <https://www.friendmts.com/>)

⁶ "Securing the most popular broadcasts in the world" (Friend MTS website: <https://www.friendmts.com/case-studies/protecting-popular-broadcasts>)

⁷ "Leading the fight against sports piracy" (Friend MTS website: <https://www.friendmts.com/case-studies/sports-piracy>)

trace and disable compromised accounts and enforce legal injunctions through local ISPs. The outcome was a 20% reduction in piracy rates, stronger legal evidence, and increased subscriber acquisition, results that led to a multi-year extension of the partnership.⁸

Frost & Sullivan commends Friend MTS for its unwavering focus on customer value and measurable outcomes, an approach that fuels its commercial growth and reinforces its position as a leading player in the global content protection market. Customers frequently describe the company as a top-tier provider, highlighting superior service delivery and results that consistently exceed expectations.

Closing the Loop Between Innovation and Execution

Friend MTS closes the loop between innovation and execution, operating with financial strength, commercial discipline, and strategic clarity. Its long-term investment in proprietary research and development, global expansion across North America, Europe, and Asia, and deep, multi-year relationships with leading rights holders and broadcasters reflect a business built for scale and resilience. This strategy is delivering tangible results. In 2023, the company expanded into Asia, reinforced its presence in North America and Europe, and continued scaling globally to meet rising demand.⁹ In 2025, Friend MTS protects more than 5,500 hours of live, linear, and on-demand sports content each week.¹⁰

Above all, the people behind Friend MTS drive its leadership in the global digital content security space. The company fosters a culture rooted in curiosity, integrity, and technical rigor. Employees across the organization share a strong sense of purpose, which Friend MTS supports through initiatives like “passion projects” that encourage idea development, cross-team collaboration, and exploration of concepts with potential for patentable innovation. This bottom-up approach to problem-solving empowers individuals to shape the company’s roadmap directly while reinforcing a culture of openness and continuous learning. Friend MTS strengthens this culture through regular team gatherings and global meetings that keep cross-regional teams connected, aligned, and engaged with its mission.

Trust anchors both the internal culture and customer relationships at Friend MTS. Internally, the company promotes transparency and accountability, with leadership modeling clear communication and encouraging honest feedback. Externally, customers frequently describe Friend MTS as a trusted partner integrated into their broader intelligence and security operations. This dynamic strengthens long-term collaboration and reinforces the company’s standing as a dependable standard in global content protection.

Frost & Sullivan highlights Friend MTS for aligning purpose-driven talent with a focused technological vision, ensuring that its innovation remains sustainable and impactful. The company’s people form the foundation of its leadership and drive its ability to anticipate and respond to the evolving challenges of digital piracy.

⁸ “Major Pay TV Operator reduces piracy by 20%” (Friend MTS website: <https://www.friendmts.com/case-studies/pay-tv-operator>)

⁹ Frost & Sullivan Interview with Friend MTS (May 2025)

¹⁰ “Did you know?” (Friend MTS website: <https://www.friendmts.com/>)

Conclusion

Friend MTS stands out as one of the leading companies in the digital content security space by combining proprietary technology, forensic expertise, and customer-centric execution. Its Emmy Award-winning fingerprinting, dynamic server blocking, and watermarking solutions operate at scale, protecting over 5,500 hours of live and on-demand sports content each week, with combined rights valued at more than \$60 billion, across more than 100 million applications and devices. Backed by strategic investment from NorthEdge, the company continues to expand globally while maintaining full control over its innovation roadmap. Friend MTS' culture of curiosity, transparency, and technical rigor drives sustained performance and future readiness. As piracy grows more sophisticated, the company's deep industry focus and trusted partnerships position it to continue to grow.

With its strong overall performance, Friend MTS earns Frost & Sullivan's 2025 Global Technology Innovation Leadership Recognition in the digital content security and antipiracy industry.

What You Need to Know about the Technology Innovation Leadership Recognition

Frost & Sullivan's Technology Innovation Leadership Recognition is its top honor and recognizes the market participant that exemplifies visionary innovation, market-leading performance, and unmatched customer care.

Best Practices Recognition Analysis

For the Technology Innovation Leadership Recognition, Frost & Sullivan analysts independently evaluated the criteria listed below.

Technology Leverage

Commitment to Innovation: Continuous emerging technology adoption and creation enables new product development and enhances product performance

Commitment to Creativity: Company leverages technology advancements to push the limits of form and function in the pursuit of white space innovation

Stage Gate Efficiency: Technology adoption enhances the stage gate process for launching new products and solutions

Commercialization: Company displays a proven track record of taking new technologies to market with a high success rate

Application Diversity: Company develops and/or integrates technology that serves multiple applications and multiple environments

Business Impact

Financial Performance: Strong overall business performance is achieved in terms of revenue, revenue growth, operating margin, and other key financial metrics

Customer Acquisition: Customer-facing processes support efficient and consistent new customer acquisition while enhancing customer retention

Operational Efficiency: Company staff performs assigned tasks productively, quickly, and to a high-quality standard

Growth Potential: Growth is fostered by a strong customer focus that strengthens the brand and reinforces customer loyalty

Human Capital: Leveraging innovative technology characterizes the company culture, which enhances employee morale and retention

Best Practices Recognition Analytics Methodology

Inspire the World to Support True Leaders

This long-term process spans 12 months, beginning with the prioritization of the sector. It involves a rigorous approach that includes comprehensive scanning and analytics to identify key best practice trends. A dedicated team of analysts, advisors, coaches, and experts collaborates closely, ensuring thorough review and input. The goal is to maximize the company's long-term value by leveraging unique perspectives to support each Best Practice Recognition and identify meaningful transformation and impact.

VALUE IMPACT			
STEP		WHAT	WHY
1	Opportunity Universe	Identify Sectors with the Greatest Impact on the Global Economy	Value to Economic Development
2	Transformational Model	Analyze Strategic Imperatives That Drive Transformation	Understand and Create a Winning Strategy
3	Ecosystem	Map Critical Value Chains	Comprehensive Community that Shapes the Sector
4	Growth Generator	Data Foundation That Provides Decision Support System	Spark Opportunities and Accelerate Decision-making
5	Growth Opportunities	Identify Opportunities Generated by Companies	Drive the Transformation of the Industry
6	Frost Radar	Benchmark Companies on Future Growth Potential	Identify Most Powerful Companies to Action
7	Best Practices	Identify Companies Achieving Best Practices in All Critical Perspectives	Inspire the World
8	Companies to Action	Tell Your Story to the World (BICEP*)	Ecosystem Community Supporting Future Success

*Board of Directors, Investors, Customers, Employees, Partners

About Frost & Sullivan

Frost & Sullivan is the Growth Pipeline Company™. We power our clients to a future shaped by growth. Our Growth Pipeline as a Service™ provides the CEO and the CEO's growth team with a continuous and rigorous platform of growth opportunities, ensuring long-term success. To achieve positive outcomes, our team leverages over 60 years of experience, coaching organizations of all types and sizes across 6 continents with our proven best practices. To power your Growth Pipeline future, visit Frost & Sullivan at <http://www.frost.com>.

The Growth Pipeline Generator™

Frost & Sullivan's proprietary model to systematically create ongoing growth opportunities and strategies for our clients is fuelled by the Innovation Generator™.

[Learn more.](#)

Key Impacts:

- **Growth Pipeline:** Continuous Flow of Growth Opportunities
- **Growth Strategies:** Proven Best Practices
- **Innovation Culture:** Optimized Customer Experience
- **ROI & Margin:** Implementation Excellence
- **Transformational Growth:** Industry Leadership



The Innovation Generator™

Our 6 analytical perspectives are crucial in capturing the broadest range of innovative growth opportunities, most of which occur at the points of these perspectives.

Analytical Perspectives:

- Megatrend (MT)
- Business Model (BM)
- Technology (TE)
- Industries (IN)
- Customer (CU)
- Geographies (GE)

