



# Concordia & Irdeto: Growing “Juntos”

At the beginning of the 21st century, the Latin American pay-TV sector has undergone a transformation. Economic growth, change in consumer behaviors, and new regulatory frameworks prompted some companies to invest in new technologies to grow their business and secure their content. [Concordia Video Cable](#), an Argentinian cable television company, is an excellent example of how history rewards bold players.

The financial downturn of 2008 triggered a series of issues, such as currency fluctuations, high inflation, and a galloping debt crisis. Many subscribers – especially those with a lower purchasing power - canceled their subscriptions

and many others resorted to piracy to watch premium content. Faced with rampant piracy and legacy technologies, Concordia knew it had to take action, or bankruptcy would be on the company’s horizon.

Concordia’s vendor at the time could not support the bold approach of replacing their entire network with new digital services, as the company intended to become a regional leader and provide the best service and content quality at competitive prices. At the time, almost every company in Argentina faced the loss of advertising revenues, increased costs, and the task of retaining customers while attracting new ones.



## COMPANY UPGRADE

Concordia sought an uncompromising and sophisticated Conditional Access (CA) solution to protect its revenue and reputation. Preventing piracy was essential, but so was the ability to recover swiftly if a breach did occur and to track down and shut off the source of any content leaks. Such renewable, traceable security is increasingly central to operator growth strategies, even to this day, because it is a necessary condition of the agreements with licensing authorities such as sports rights holders and Hollywood studios.

After evaluating several alternatives available in the international landscape, Concordia decided to opt for the [Irdeto Conditional Access System](#), which the company has been using uninterruptedly and without any setback or hack since 2008.

After a successful partnership of many years with Irdeto, Concordia faced other industry challenges in the Latin American streaming market. With rising production costs and an economy that was defaulting and affecting the entire country, Concordia once again saw a need to take action and look for more cost-effective solutions.

With Irdeto's support, Concordia upgraded its network to a cardless system. According to Concordia's CFO, Federico Brandenburg, that move proved an excellent investment in the long term.

"During our research, we understood that cardless solutions and cardless STBs were considerably cheaper than their smart card counterparts and were logistically easier to manage. The transitioning process with Irdeto went smoothly, primarily because we had a great team on their side that was made up of account managers, project managers, and engineers who were very knowledgeable of the industry. This team was able to answer any questions in Spanish and provide quick and efficient support 24/7."

With the cardless system, some manual tasks were automated, and new pay-TV services were added, resulting in new revenue streams for Concordia. Irdeto Cloaked CA eliminated Concordia's logistical expenses and complexity associated with the smart card distribution and replacement by replacing the need for smart cards. In different clients and situations, this upgrade can result in a vastly reduced TCO of up to 40%, and it also allows operators to add new features "over the air."

In addition, Concordia is currently replacing its networks with Fiber to the Home (FTTH) networks to provide higher internet speeds and is ready to add a package for OTT signals.



## PREPARING FOR THE FUTURE

Concordia's subscriber base increased by 15% during the past year, partly due to the modernization of its network and the offering of new digital experiences and premium content. Currently, Concordia reaches 115,000 homes in Argentina, offering 170 SD and 60 HD signals and a wide range of international, premium, and local content.

While investing in Conditional Access technologies used for piracy and cost control are common priorities for most pay-tv operators, they must complement those technologies with the support of industry experts, committed to growing with them along the way to stay ahead of the competition. To offer a truly dynamic, tailored service to their subscribers, operators need a sophisticated CA system that supports a rich feature set and the ability to add these new capabilities quickly and easily over the air.

Irdeto Cloaked CA is the most advanced and widely deployed cardless conditional access system for broadcast and IPTV operators worldwide, helping to protect revenue, enable growth and fight cybercrime in video entertainment.



Irdeto is the world leader in digital platform security, offering solutions and services that enable customers to protect their revenue, create new offerings and fight cybercrime effectively. With more than 50 years of experience, Irdeto is the leading solutions and services provider for content, video broadcast and streaming services, partnering with movie studios, sports rights holders, and OTT and broadcast operators across the content value chain. With a unique pay-TV operator heritage, Irdeto is the preferred partner to empower a secure world where people can connect with confidence.