

PRODUCER PLATFORM

Marche Media uses a Custos-built branded distribution platform with integrated watermarking for securely sending everything from dailies to screeners.

CUSTOMER NEED

Marche Media produces a range of television series and films. Their team manages all services ranging from content development to film promotion.

Security was a big concern for them since film artifacts in different stages of production are shared internally and externally with service providers and stakeholders. Commercially available cloud sharing solutions did not provide the level of protection that they insist upon for their content.

THE CUSTOS-POWERED SOLUTION

Custos built a bespoke secure distribution platform for Marche Media. The platform was branded to align it with Marche Media's well-known premium brand.

An essential component of the platform is the seamless integration with the Custos watermarking and tracking technology. All the clips and movies that move through the platform are watermarked with imperceptible watermarks and they contain patented blockchain tracking technology. If any leaks were to occur, it would automatically be detected, and the source can be plugged.

The bespoke platform also allowed Marche to add custom roles for different users of the platform. Sales agents can be on-boarded onto the platform, allowing them to send screeners securely to their local and foreign buyers. Inbound content from service providers or pitches can be uploaded securely to the platform and viewed internally.



Marche Media is a Cape Town-based Film & Television Production company formed in 2017. Some of the recent and current Television projects include the highly anticipated Ryknet & Showmax Drama Series 'Waterfront', the highly successful 'Boer soek 'n Vrou' franchise, and Claire Wiese-Wentzel's new makeover show 'Mooimaak'.

IMPACT

Since the platform's launch, Marche has not had a single case of piracy of the protected content. And this was through various high-profile projects that were developed and distributed as the company goes from strength to strength, building their brand as the premiere production company in the country

Marche has been using the platform since 2018 on various high-profile projects without a single case of piracy.

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OTHER RESOURCES AVAILABLE

CUSTOS FOR CONTENT DELIVERY PLATFORMS

A case study that looks at how Canadian-based company, LightVAULT, integrated Custos' technology to secure their content delivery workflows.

CUSTOS FOR BUYER-SELLER NETWORKS

A case study that looks at how a media rights holder and distributor stopped leaks in its network with a bespoke buyer-seller platform built by Custos.

CUSTOS FOR EDUCATIONAL COURSE CONTENT

A case study that looks at how a large research university integrated Custos' technology with its Moodle learning management system to stop students from selling university IP online.

CUSTOS FOR CONFIDENTIAL DOCUMENTS

A use case that explains how Custos' technology can be integrated to protect businesses from costly data breaches.

Find these resources at custostech.com/resources.