



## Inside Secure Launches Advertising Protection Solutions to help Content Publishers preserving their revenues

*Inside Secure harnesses its security expertise to prevent online advertising revenue loss in an increasingly challenging environment for OTT content providers*

**Amsterdam, September 12, 2018** – [Inside Secure](#) (Euronext Paris: INSD), at the heart of security solutions for mobile and connected devices, today announced general availability of [Inside Secure Advertising Protection solutions](#) at [IBC 2018](#), the world's most influential media, entertainment and technology show, Sept 14-18 in Amsterdam.

Unlike other ad protection products, Inside Secure's solutions ensure the correct advertising content is viewed by the intended audience while also maximizing revenues for global over-the-top (OTT) advertising distributors and publishers. With the industry facing ever-increasing challenges from ad blockers and hackers who block or alter ad tracking information, Inside Secure's technology uniquely prevents the same ad from being reported or counted more than once and ensures an ad is not replaced or coming from illegitimate sources. Inside Secure's Advertising Protection solutions can notify viewers, when required, that ad blocker apps must be removed before viewing content.

This solution offers three modules:

- Advertising Protection Client– Protects ad tracking information against ad blockers as well as hacker replay, replacement and spoofing attacks
- Advertising Protection Server– Runs on a server and secures the communication between a client device displaying ads and the ad server
- Advertising Protection Service – A service operated by Inside Secure that tracks fraudulent activity on end user devices and displays its impacts (ratio of legal calls versus illegal calls)

“With billions in revenues lost each year, ad blocking and ad fraud are severe, fast-growing problems that Inside Secure is uniquely positioned to cost-effectively and efficiently address for content publishers,” said Simon Blake Wilson, COO at Inside Secure. “By protecting the advertising delivery channel itself, we offer a future-proof suite of tools to maximize revenues while ensuring peace of mind through continual updates of ad blocking and fraud detection heuristics in app algorithms. Our long-time cybersecurity expertise perfectly pairs with the needs of today's content publishers.”

Live demos of Inside Secure's Advertising Protection solutions are available at the company's IBC 2018 A40 booth in Hall 14. For more information, visit

<https://www.insidesecond.com/Company/More/Events/IBC-2018>

**About Inside Secure**

Inside Secure (Euronext Paris – INSD) is at the heart of security solutions for mobile and connected devices, providing software, silicon IP, services and the know-how needed to protect customers' transactions, identity, content, applications and communications. With its deep security expertise, the company delivers products that span the entire range of security requirement levels to serve the demanding markets of network security, IoT, System-on-Chip security, video content and entertainment, mobile payment and banking, enterprise and telecom. Inside Secure's technology protects solutions for a broad range of customers including service providers, operators, content distributors, security system integrators, device makers and semiconductor manufacturers. Visit [www.insidesecond.com](http://www.insidesecond.com).

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