

## **In-Person and Online Festival Policies: Security & Piracy**

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### **IN-PERSON**

#### **Security**

The safety of our Festival community —artists, audiences, volunteers, press, industry, staff, and partners— is of paramount importance as we convene to celebrate independent storytelling. With that, the governance of our safety and security policies extend to all official theaters and venues. While we do not provide personal security for attending guests or invited artists, we have outlined protocols and additional resources should you require additional security measures.

#### **Identifying Security Needs Ahead of the Festival**

Your Artist Relations Liaison is available to discuss your Festival security needs related to the following:

- Desire for additional security beyond the Festival's standard crowd control provisions
- Obtaining a private security escort to accompany any of your team in our theaters or venues
- Acquiring night vision services during a screening

#### **Requesting Additional Security**

In the event you need additional private security detail, a member of our Artist Relations team can connect you with a preferred local provider. Please note, this expense would be the responsibility of the film/project team representative.

#### **Navigating the Festival as Private Security**

During the Festival, security escorts must abide by our Festival security protocols, including:

- Notifying the Artist Relations team in advance of their arrival onsite at the Festival
- Remaining credentialed in order to enter official Festival theaters and venues.
- Obtaining screening tickets and/or passes to remain with their clients throughout the duration of a screening.
- Refraining from standing in aisles or occupying any space around the perimeter of the theaters.

- Theater walkthroughs are not guaranteed and are prioritized based on a team's additional security and accessibility needs. A walkthrough request must be shared with your Artist Relations and Publicity Liaisons at least 7 days in advance of the screening time.

### **Additional Disclaimers and Advisories**

While Sundance Institute is proud to curate bold and creative films that can be provocative, we recognize that some content may not be suitable for all audiences. In an effort to provide additional protection to vulnerable audience members, we reserve the right to create advisories and procedures, including but not limited to:

- Content advisories for films that are either particularly graphic, contain scenes depicting sensitive situations, and/or discuss sensitive issues that may be disturbing to viewers.
- Denoting films that require viewers to make an age attestation prior to viewing the film through either point of purchase verification and/or onsite carding.

### **Piracy Monitoring & Night Vision**

The Sundance Film Festival is not responsible or liable for protecting the films/projects we screen from piracy. We make best efforts to educate our audiences of the ramifications of filming any content during the Festival screenings.

Night vision services may be utilized and are the responsibility of the film/project team. Any night vision teams must adhere to Institute policies around Piracy.

If the Festival suspects any recordings of your film have occurred during one of your screenings the Festival will contact the film's rights holder immediately.

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## **ONLINE**

### **Online Film Access**

Only online users who have created and are signed in to a Sundance Film Festival 2023 account with an applicable pass / package or ticket can view a film online during allotted viewing windows. Films will have certain viewing windows as determined by the Festival schedule. Online users can start a film any time in their screening window, but must finish their film within 5 hours of initiating playback.

Playback for feature films is limited to one concurrent stream per account, to prevent online users from sharing accounts to watch films. And, after the user has watched the film, they cannot watch the film again. Users are able to watch short films any number of times within the on-demand window.

## **Geoblocking**

For general audiences, films will be geoblocked to the United States unless wider access is granted by individual film teams. Geoblocking applies at:

- Point of Purchase:
  - Audience members outside of the U.S. cannot purchase Festival or Day Passes.
  - Audience members outside of the U.S. may only purchase individual tickets, if international access has been granted by the film team.
- At Playback: The user's IP address must be in an authorized region to start watching the film.

## **Digital Rights Management**

All films will be protected by DRM (digital rights management), namely Microsoft Playready, Apple Fairplay and Google widevine, to ensure playback can only occur on an authenticated video player. This ensures online users who should not have access to screen the film will be prevented from screening the film. The technical DRM workflow works as follows:

- The film content is encrypted and packaged for delivery.
- When a customer clicks play, the video player requests a key to access the content from a license server. The server determines whether the video player and device are authorized before giving a response containing a decryption key.

## **Forensic & Visible Watermarking**

Films will be embedded with forensic watermarking, an imperceptible embedding of information directly within content that identifies the user accessing the content. Forensic watermarks make each genuine copy of the content unique and can be extracted from pirated content to trace leaks back to the source Sundance user email address and take anti-piracy action. The forensic watermarks are imperceptible to the consumer, causing no degradation of the viewing experience. We use NexGuard forensic video watermarking, provided by NAGRA, to implement this protocol.

Visible watermarking is the overlay of information directly within content that identifies the user accessing the content. Our standard visible watermarking will appear in a corner of the screen for 20 seconds every 15 minutes.

## **Pre-roll**

Film pre-rolls will include a piracy warning advising Sundance online users that the film is protected by an invisible forensic watermark and that unauthorized reproductions can be traced back to the original user.

## **Piracy Monitoring**

A Digital Piracy vendor, Web Sheriff®, will monitor the internet for pirated copies of Festival films on a web-wide / worldwide basis. If a pirated copy of a Festival film is detected, the user whose forensic watermark appears within the copy will be determined and the Festival will disable the user's account. Web Sheriff® will take the appropriate actions and steps to advise removal of

the pirated copy of the Festival film and the Festival will contact the film's rights holder immediately.

Web Sheriff® will monitor all Festival titles starting one week before the Festival start date (January 12th) and their monitoring concludes one month after the Festival end date (February 28th).

## **System Testing**

Our security protocols are best-in-class, shown through our successful online screenings since March 2020, and are tested as part of our Festival preparation. In summary:

- Film Access: Film viewing windows are governed by our custom solution, only granting online users access to a film between certain times.
- Digital Rights Management: DRM is a feature from Eventive.
- Geoblocking: Geoblocking is a feature from Eventive
- Forensic & Visible Watermarking + Piracy Monitoring: These watermarking capabilities were requirements in our video player selection process. We use Web Sheriff® for piracy monitoring & actioning.

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## **Point of Contact for Additional Questions and/or Concerns**

For questions and/or concerns regarding Festival safety and security procedures, please connect with your Artist Relations Liaison directly; they may assist you or will connect you with the appropriate individuals.