

# Global, scalable, and low-latency content security

**Combating digital piracy and misuse across multiple distribution channels is a high priority for rights holders and media and entertainment (M&E) companies. It takes a robust, multi-faceted approach to protect content—employing diverse strategies and technologies to safeguard digital copyrights from unauthorized access.**



ExpressPlay<sup>®</sup> is a cornerstone of content security and anti-piracy for M&E industry and streaming services. This cloud-based service provides multi-DRM and forensic watermarking security capabilities. It integrates with both live and on-demand streaming services to ensure secure, low-latency and scalable content delivery across various devices and platforms.

ExpressPlay features geo-blocking to control how and where your digital content can be accessed, session management protecting against unauthorized access, and compliance with legal and regulatory requirements including general data protection regulation (GDPR), California Consumer Privacy Act (CCPA) and content protection compliance. Combined with MarketMaker, ExpressPlay also offers the highest level of content protection and rights management for Web3 marketplaces.

## Where ExpressPlay thrives

- Live-streaming services
- SVOD platforms
- FAST services

### ExpressPlay product family includes:

- ExpressPlay DRM
- ExpressPlay Anti-Piracy and Watermarking

## Solutions overview

### ExpressPlay DRM

ExpressPlay DRM is a cloud-based multi-DRM service offering secure, low latency streaming with a global reach and proven scalability. It supports a wide range of devices and all major DRM solutions, including Apple FairPlay Streaming, Google Widevine, Microsoft PlayReady, and Marlin DRM. Designed for live streaming, SVOD, AVOD, and FAST services, it meets the toughest Hollywood standards for secure streaming.

Trusted by major industry players, ExpressPlay boasts unmatched scalability, with 50 billion DRM licenses issued in the past three years and 85 million DRM licenses managed during a seven-hour live event. It scales to handle high volumes of content and user interactions, enhancing both the user experience and revenue potential.

### ExpressPlay Anti-Piracy and Watermarking

ExpressPlay Anti-Piracy and Watermarking combines real-time piracy monitoring and legal enforcement for linear TV, live sports, and VOD content. With options for client-side or server-side watermarking, this solution integrates web piracy monitoring using fingerprinting and forensic watermarking for fast payload extraction of pirated content. It provides holistic content protection for both live and on-demand content, managed seamlessly with any multi-DRM service, including ExpressPlay DRM.

## Key challenges and opportunities

### Customer challenge

Low latency

### ExpressPlay solution

ExpressPlay DRM provides a cost-effective, global footprint including geo-redundancy and automatic fail-over options, ensuring the lowest service latency wherever subscribers are located. With an average latency time of 1-2ms, it delivers seamless and high-quality streaming experiences.

### Customer challenge

Content piracy

### ExpressPlay solution

ExpressPlay offers anti-piracy through forensic watermarking, fingerprinting, and monitoring to identify the source of piracy and rapid shutdown of illicit re-streaming of content. Fast extraction is crucial to allow quick identification of a content leak with the ability to shut it down as early as possible, especially during a live event.

### Customer challenge

Incompatibility across different devices and platforms

### ExpressPlay solution

ExpressPlay DRM offers the broadest device compatibility in a fragmented OTT universe and cross-platform support for all major DRMs including Apple FairPlay Streaming, Google Widevine, Microsoft PlayReady, and Marlin DRM.



## Customer use cases

### International streaming service Multi-DRM for live sports

#### Challenge

An international streaming service experienced issues with DRM during high-demand events; it required a scalable DRM solution to handle a growing user base; and needed to meet GDPR compliance regulations. Given the massive scale of their operations, especially during live events, a robust solution was essential to ensure seamless content delivery to millions of viewers simultaneously.

#### Solution

ExpressPlay multi-DRM. This solution was tailored to meet their specific needs, including scalable DRM for high traffic, and ensuring a seamless implementation even during peak periods.

#### Result

The ExpressPlay DRM deployment provides the international streaming service with elevated operational efficiency through content protection and smooth integration into their infrastructure with a scalable, secure, and compliant DRM solution.

### Amagi ExpressPlay Multi-DRM for FAST channels

#### Challenge

Secure delivery of premium content on its Free Ad-Supported Streaming TV (FAST) platforms; preventing unauthorized access and piracy while maintaining seamless user experiences. DRM is required by Hollywood studios for premium content on certain FAST channels to ensure content protection and compliance with industry standards.

#### Solution

ExpressPlay DRM provides Hollywood-grade content protection, enabling real-time advertisement insertion within encrypted streams. This solution supports a wide range of devices and platforms, handles high volumes of content and user interactions and integrates smoothly with Amagi's existing FAST workflows.

#### Result

The ExpressPlay DRM deployment brings Amagi increased security, protecting premium content from piracy, ad insertion preserved the user experience, and the broad compatibility ensured consistent viewing across various devices. The scalable solution supported growth and high user interactions, optimizing revenue opportunities through secure, ad-supported streaming.



Building trust for a connected world.

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