Intertrust ExpressPlay®

Why use third-party DRM services?

Here are four key reasons to make the switch from in-house solutions

1. Faster deployment & lower initial cost

- Integrates immediately with cloud streaming services instead of months of in-house development
- Allows teams to focus resources on content distribution and monetization while vendors handle complex security requirements

2. Multi-DRM compatibility

- Ensures seamless compatibility across all devices using different DRM standards (Widevine, FairPlay, PlayReady)
- Eliminates the need to develop and maintain separate backend systems for each platform type

3. Advanced security features

- Provides dynamic licensing, access control, and content protection that meets content owner's requirements
- Implements comprehensive piracy monitoring, IP protection, and geo-blocking capabilities

4. Reduced maintenance cost and continuous updates

- Eliminates the burden of maintaining specialized multi-DRM experts and infrastructure
- Ensures automatic compliance with evolving security standards through regular vendor updates

intertrust®

Building trust for a connected world.

Learn more ⏵