intertrust®

Maximizing revenue and protection
Serving what's next in trusted media

The rise of decentralized content is reshaping the digital landscape, prompting media and entertainment (M&E) companies and creators to move beyond traditional subscription and ad-supported business models towards managing a decentralized media ecosystem.

The evolution of media distribution is driven by Web3—powered by blockchain technology—and it's changing how content is created, consumed, and distributed. Consumers now expect a more personalized experience when engaging with content. They're looking for exclusive experiences and a genuine connection that gets them more involved and closer to the creators. Integrating digital and physical assets is also crucial, as interactive shopping experiences across streaming platforms have become more common. This boosts audience engagement and creates new business opportunities.

However, keeping underlying assets like videos, music, and other content secure remains a challenge. Intertrust Media offers a unified and harmonized solution to help you navigate this new landscape with MarketMaker™ and industry-trusted ExpressPlay®. This combined solution is designed to meet the needs of both new and established Web3 marketplaces, while also safeguarding your content. We do this by providing Token Rights Management (TRM), multi-digital rights management (DRM) support, and secure near field communication (NFC) technologies.

With MarketMaker and ExpressPlay, you gain the flexibility to explore and monetize new revenue streams, build interactive communities, and deliver personalized experiences—all while ensuring your assets remain secure.

Solutions overview

With MarketMaker, M&E companies can build Web3 marketplaces that offer new revenue streams, using tokenization and smart contracts. This ensures content protection and transparent transactions with DRM and blockchain technology, bringing secure asset distribution and monetization while enhancing fan engagement through interactive and immersive experiences.

ExpressPlay is a cloud-based service providing content protection through multi-DRM support and offline DRM capabilities. It integrates with both live and on-demand streaming services to ensure secure, low-latency, and scalable content delivery. With seamless integration and robust security features, ExpressPlay supports a wide range of devices and platforms, enhancing the overall viewer experience.

Key challenges and opportunities

Customer challenge
Limited options for new business models

Intertrust Media solution
MarketMaker leverages blockchain technologies like tokenization and smart contracts, creating lucrative opportunities beyond traditional models. This gives M&E companies the ability to create new revenue streams and boost audience engagement, while keeping content secure. Likewise, creators will be able to leverage greater control, fair compensation, and direct consumer engagement opportunities.

Customer challenge
Engaging fans

Intertrust Media solution
MarketMaker facilitates enhanced fan engagement by securing and managing assets, providing innovative revenue models, and supporting flexible distribution across various platforms designed to help you reach a broader audience and offer engaging experiences.

Customer challenge
Securing content in a changing digital world

Intertrust Media solution
ExpressPlay manages content piracy and access concerns with multi-DRM and anti-piracy features, ensuring content security across all devices and platforms. MarketMaker securely manages and authenticates assets, protecting your marketplace and revenue from unauthorized duplication and illegal sales.

Customer challenge
Complex integration

Intertrust Media solution
MarketMaker integrates with marketplaces using REST APIs, which means service providers that build Web3 marketplaces are not required to have any special knowledge of blockchain or DRM. To accelerate implementation, MarketMaker includes source code for a reference NFT marketplace implementation free of charge. ExpressPlay is offered as a SaaS platform, and also integrates with marketplaces through REST APIs. Both are blockchain and CDN-agnostic.

Key Benefits

Flexible business models
Adapt and monetize with various revenue streams, from traditional subscriptions to innovative Web3 models like tokenization and superdistribution.

Blockchain agnostic
Seamlessly integrate with any blockchain platform, providing versatility and future-proofing for your media distribution strategies.

Secure and trusted
Ensure your content is protected with industry-leading DRM, smart contracts, and secure asset management, safeguarding your digital and physical assets.
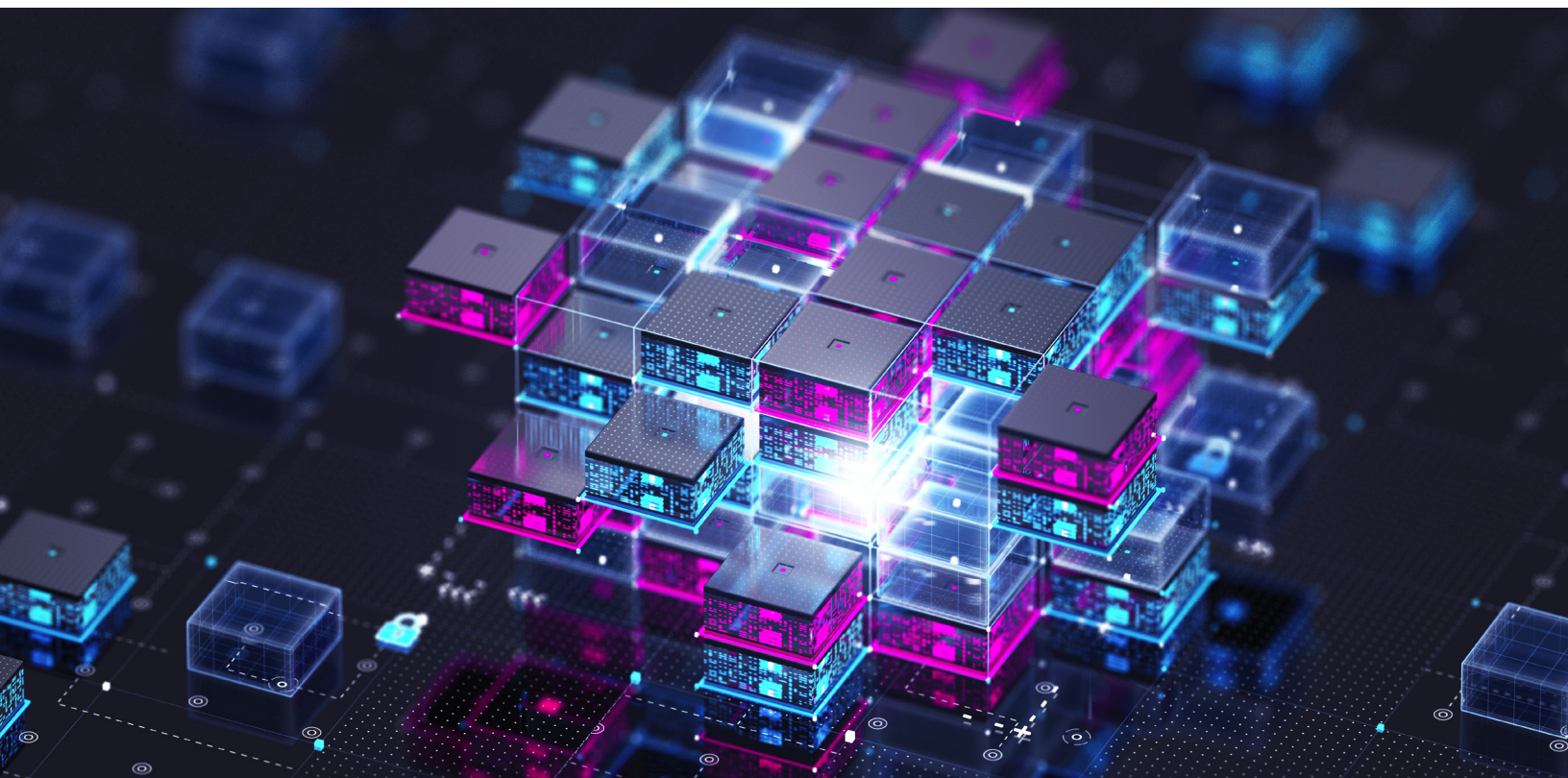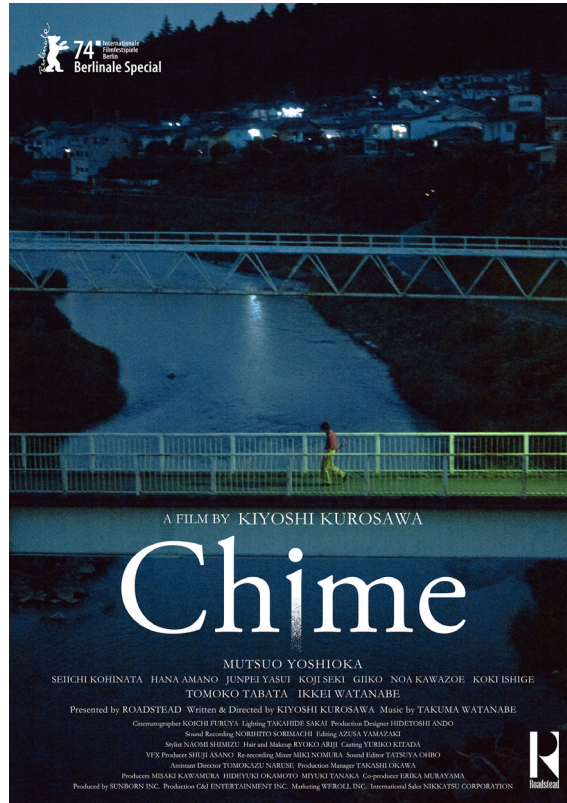
MarketMaker Superdistribution

"With Intertrust's MarketMaker platform, our Roadstead marketplace provides authenticated content in a safe environment with features that go well beyond buying and selling NFTs."

Misaki Kawamura
Founder and CEO, Nekojarashi and Media Producer of Academy award winning movie '*Drive my car*'

MarketMaker NFC Integration

"Intertrust MarketMaker empowers creators to build personal brands, directly monetize their creations, and access ongoing revenue streams without depending on intermediaries, of both digital and physical designs."

Jesse Rademacher
Co-founder, Madeium

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ExpressPlay Multi-DRM

"The decision to use Intertrust ExpressPlay's multi-DRM solution was pivotal to our expansion strategy on FAST platforms. Intertrust's robust technology ensures we can securely deliver content while maintaining the agility we need for dynamic ad insertion, which is at the core of our business."

Billy Romero
VP of Product Technology,
FAST Distribution, Amagi

Ms music securities

MarketMaker Fractional ownership

"By owning a portion of the rights to the music of their favorite artists, fans can now help support them by evangelizing their music and bringing in new revenue."

Masami Komatsu
CEO, Music Securities

intertrust®

Building trust for a connected world.

Learn more at: intertrust.com/markets/media-entertainment
Contact us at: media@intertrust.com   +1 408 616 1600