

# Converged security for broadcasting and OTT streaming



ExpressPlay XCA, leveraging the long established Marlin DRM, is a cloud-based security service that frees pay-TV operators from the expensive and rigid conditional access system (CAS) approaches for protecting broadcast content. ExpressPlay XCA enables pay-TV operators and broadcasters to deliver premium/UHD content directly to smart TVs without set-top boxes or external security hardware thereby reducing TCO.

The XCA client is pre-integrated into various chipsets and numerous TV manufacturer products, thus speeding time-to-market while reducing project risk. This DRM-based solution protects one-way broadcast as well as hybrid DVB and OTT services with a cardless and converged client security stack, preparing operators for the all-DRM future at a fraction of the cost of the legacy CAS approach.

## Key features and advantages:

- Bridges the worlds of CAS and DRM
  - Leverages the best of DVB, HbbTV, and Marlin DRM standards for broadcasting and streaming
- Seamless switching between broadcast and OTT services
  - Significantly eases the transition from CAS to DRM with future-proof path
- Embraced by leading TV brands
  - Factory-embedded in smart TVs from Vestel, Sony, HiSense, LG and others
- Lower Total Cost of Ownership (TCO) with smart TVs
  - Reduces CAPEX by eliminating STBs and CAM modules
- Converged DVB-OTT client porting kit with TEE/UHD support
  - Eliminates need for separate CAS and DRM clients

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