

Secure OTT Streaming with Cloud-Based Multi-DRM Service



Challenges

Protect premium streaming services from piracy

Media & Entertainment operators of subscription over-the-top (OTT) streaming services require robust content protection and anti-piracy support to safeguard valuable assets and revenue. Live event streaming has a short monetization window during the event itself. Premium video on demand (VOD) monetization depends on minimizing content piracy during the release phase. Content and service piracy impacts legitimate revenue including advertising. It may also affect the service brand negatively and could even violate content license agreements. Experiencing rapid growth, eSports and eLearning operators also require robust content protection similar to subscription OTT services. The solution is to use a digital rights management (DRM) system, and to optionally deploy forensic watermarking and anti-piracy services.



The Intertrust ExpressPlay DRM Solution

Cloud-based multi-DRM service with global reach

The cloud-based ExpressPlay DRM offers a comprehensive multi-DRM service optimized for operators of live-streamed and VOD content. The global multi-DRM service meets studio-mandated licensing requirements for UHD 4K live and premium VOD services. The multi-DRM service runs on AWS infrastructure with regional redundancy and fail-over options, enabling low-latency live streaming globally. ExpressPlay DRM Dashboard and Metrics API provides interactive data analytics for all regions where an operator provides OTT streaming services to help optimize the quality of experience (QoE). Service scalability is proven in some of the world's largest OTT live sports streaming services, where near-instant DRM license delivery is required to cater for bursty peak demand.

Benefits

Studio-trusted and global multi-DRM content protection with comprehensive compatibility conquers OTT device and OS fragmentation



Scalable and reliable multi-DRM cloud service

The ExpressPlay multi-DRM service scales using the global AWS infrastructure, with redundancy and fail-over options for maximum reliability.



Comprehensive compatibility

ExpressPlay multi-DRM service supports all major DRMs, operating systems and adaptive bitrate protocols for comprehensive compatibility.



Facilitates premium content licensing

The ExpressPlay multi-DRM service adheres to MovieLabs' Enhanced Content Protection specification, facilitating content licensing.



Comprehensive real-time multi-DRM analytics

ExpressPlay DRM Dashboard and Metrics API provides interactive data analytics to help optimize the QoE and contribute to cost effective operations.

Intertrust ExpressPlay on AWS

ExpressPlay DRM is interoperable with AWS Media Services. This includes AWS Elemental MediaPackage, a video delivery service that allows service providers to stream video securely and reliably at scale, and AWS Elemental MediaConvert, a file-based video transcoding service with broadcast-grade features that allows operators to easily create VOD content for broadcast and multi-screen delivery. ExpressPlay DRM leverages the Secure Packager and Encoder Key Exchange (SPEKE) v2.0 API that defines the standard for encrypted communication between encoders, origin servers, and DRM systems. The integration enables secure workflows and smooth interoperability with AWS video processing and packaging offerings.

Features



Secure streaming anywhere, anytime, and on any device

The ExpressPlay multi-DRM service enables OTT video operators to protect and monetize live and on-demand content globally, ensuring secure streaming anywhere, anytime, and on any device. ExpressPlay DRM supports all major DRM systems and provides secure license delivery and key management with auditing of license acquisition events. ExpressPlay DRM also supports additional services, such as catch-up TV, network DVR, music services, secure offline streaming, and optional forensic watermarking and anti-piracy services.



Streamlined and secure content packaging workflows

With ExpressPlay DRM and its API integration with AWS Media Services, customers gain secure workflows to reliably prepare and protect streaming video to a wide range of playback devices. This includes smartphones, tablets, smart TVs, streaming devices, IP set-top-boxes, and Windows/Mac OS platforms. OTT operators can enjoy major cost savings over time by eliminating the need to invest in permanently overprovisioned systems, while maintaining the ability to instantly serve large volumes of DRM licenses securely for major live events.

Case Study: SonyLIV India



Challenge

SonyLIV operates a top five OTT service with 40,000+ hours of VOD programming and 24 years of content from channels of Sony Pictures Networks India. The task: implement robust content protection for OTT streaming and downloads, supporting online and offline playback on all devices.



Solution

The cloud-based ExpressPlay multi-DRM service, running on AWS, supports all streaming protocols, DRMs, and media formats. It lets operators protect and control media consumption across any OTT device through secure DRM license delivery and key management.



Result

SonyLIV's 130M monthly active users enjoy a personalized selection of channels, live entertainment and sports, with the OTT service protected by the ExpressPlay multi-DRM service. Beyond India the OTT service is available in the Middle East with further expansion plans.

Get started with Intertrust ExpressPlay solutions on AWS

Visit www.expressplay.com/drm to start a Free Trial today.