Digital Rights Management (DRM)

Secure OTT Streaming with Cloud-Based Multi-DRM Service

ExpressPlay DRM™ is a cloud-based multi-DRM service interoperable with AWS Elemental MediaPackage and AWS Elemental MediaConvert, leveraging the SPEKE interface to protect premium content for live and on-demand OTT streaming services.
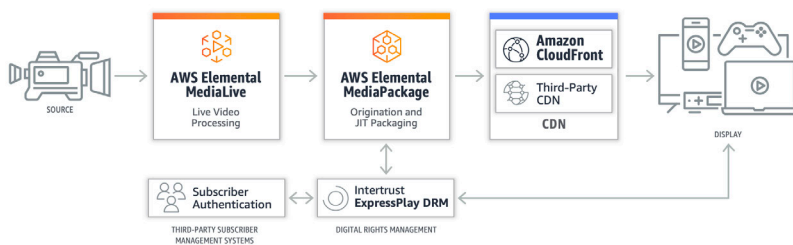
With so many video services available, competition for viewers is higher than it has ever been. Viewers expect access to content anytime and on any device, with limited patience for video services that do not meet their expectations. This makes it challenging for video service providers to effectively monetize their services. However, the Subscription Video on Demand (SVOD) market is growing strongly, having overtaken Advertising Video on Demand (AVOD) in 2014 to become the largest over-the-top (OTT) revenue source. According to Digital TV Research, SVOD revenues will climb by as much as $51 billion between 2018 and 2024.

This means that content security is more important than ever. OTT providers need scalable and cost-effective ways to protect and distribute live and on-demand services in multiple formats for viewing on multiscreen devices. Many traditional digital rights management (DRM) systems are costly, involve massive infrastructure, and must scale to handle today's rapidly expanding OTT audiences.

Intertrust's ExpressPlay DRM™ is a cloud-based multi-DRM service that enables OTT operators and content providers to protect and monetize live and on-demand content globally, enabling secure streaming anywhere, anytime, and on any device. ExpressPlay DRM provides secure licensing, key management and key storage services, and auditing of license acquisition events, with optional session-based watermarking and anti-piracy. It also includes geo-redundancy and automatic fail-over options, which reduce latency and maximize uptime. ExpressPlay DRM also supports additional services, such as catch-up TV, streaming of live events, network digital video recording, music services, and secure download and offline playback.

OVERVIEW

CHALLENGES

- Viewers expect to be able to access and enjoy their content anywhere on all their subscriber devices
- Traditional on-premise systems require costly over-provisioning for maximum potential audience size
- Building an in-house multi-DRM solution is both costly and can delay service launch

SOLUTIONS

- The joint solution supports all major DRMs on smart TVs, STBs, Windows and Mac systems, and Android and iOS devices
- The joint solution scales to any audience size in real-time during major events such as live sports
- Cloud-based service is available worldwide instantly with geo-redundancy and automatic fail-over

BENEFITS

- OTT operators can package and stream protected content on all devices, everywhere, all the time
- Major cost savings over time by not needing to invest in a permanently overprovisioned system
- Customers are able to launch new services faster with less risk and without costly CAPEX

AWS ELEMENTAL LIVE WORKFLOW

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The service supports all major DRM systems including Apple FairPlay Streaming, Google Widevine, Microsoft PlayReady, Adobe Access/Primetime, and the open-standard Marlin DRM.

The ExpressPlay DRM Service is interoperable with AWS Media Services, a family of services that form the foundation of cloud-based workflows and offer the capabilities needed to transport, create, package, store, monetize, and deliver video, via the Secure Packager and Encoder Key Exchange (SPEKE) interface. SPEKE is a royalty-free open source API specification that defines the standard for encrypted communication between video encoders, transcoders, origin servers, and digital rights management (DRM) system key servers for live and on-demand streaming video. Thanks to SPEKE, Intertrust can enable smooth interoperability with video processing and packaging offerings from AWS. This includes AWS Elemental MediaPackage, a video delivery service that allows video providers to securely and reliably distribute streaming video at scale, as well as AWS Elemental MediaConvert, a file-based video transcoding service with broadcast-grade features allows video service providers to easily create video-on-demand (VOD) content for broadcast and multiscreen delivery at scale.

ExpressPlay DRM uses Elastic Load Balancing to automatically distribute incoming application traffic across multiple targets to handle variations in load. It also uses AWS Auto Scaling, which monitors video services and automatically adjusts capacity to maintain steady, predictable performance at the lowest possible cost.

General Manager of Intertrust Media Solutions Kenny Huang said, "Backed by the global AWS infrastructure, the Intertrust multi-DRM service scales to any audience size in real-time, enabling our customers to offer a great and robust viewing experience during major events, such as live sports."

With ExpressPlay DRM and its API integration with AWS Media Services, customers gain secure workflow to reliably prepare and protect streaming video over the Internet to a wide range of playback devices, such as phones, tablets, smart TVs, IP set-top-boxes, streaming devices, and Windows and 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 serve large volumes of DRM licenses for major live events.

Customers can launch new services faster, with less risk, and without costly CAPEX. With ExpressPlay DRM, customers are provided peace of mind that their valuable content is protected at all times, so they can focus on delivering high-quality user experiences to viewers anywhere. empower marketing teams to fully integrate video within their campaigns and make the most efficient and effective use of their content investments.

PRODUCT DETAILS

DESCRIPTION

- MovieLabs compliant multi-DRM service secures OTT streaming in all common DRM formats
- Cloud-based and global multi-DRM service with proven scalability
- Broad multiscreen support for native DRM clients and players or using ExpressPlay SDK

FEATURES

- Supports Adobe Primetime, Apple FPS, Google Widevine, Microsoft PlayReady, and Marlin DRM
- Interoperable with AWS MediaPackage for live and VOD using MediaLive and MediaConvert
- Proven scalability to serve DRM licenses to 25 million concurrent streaming devices

BENEFITS

- Users enjoy a transparent viewing experience regardless of DRM type, including premium UHD content
- Reduced CAPEX and pay-as-you-grow OPEX, scales cost-effectively to support operator's growth
- Increased service stickiness with viewers enjoying live streaming anywhere

Learn more at
www.intertrust.com/ products/drm-system