

intertrust®

Securing advanced OTT video delivery with multi-DRM service





Securing your OTT service

More and more consumers are turning to streaming video over traditional sources of entertainment. To offer top content, OTT service operators must satisfy the licensing requirements of rights holders with robust content protection that supports all devices and geographies, and keeps piracy in check.

Users bring broadcast TV expectations to OTT and easily grow frustrated and abandon a service if they have trouble accessing content they've paid to view. They may even turn to piracy sites, which are growing in quantity and content every day.

Digital TV Research predicts that piracy of online TV and movie content across 138 countries will nearly double from 2016 to 2022, reaching as high as \$51.6 billion in lost revenue for content owners.

Source: Online TV Piracy Forecasts Report, Digital TV Research, October 2017





The business of streaming is changing continually

OTT video services have many moving parts



Multi-DRM solutions: Weighing buy vs. build

There was a time when building your own content security solution was easier – the task was smaller and there was less at stake. Fewer people were streaming content and their expectations for quality were lower. It's different today. What should you do?

As service providers consider how to address the growing challenges they face, they must determine which of two directions they will take to establish protection for their content, ensuring that they can compete in this new environment.

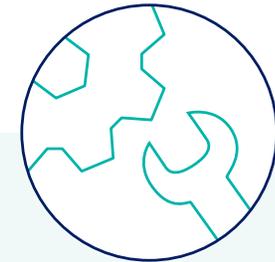
The buy versus build question raises two key concerns that apply over the lifespan of any OTT video service:

- The complexity of technology and infrastructure
- The total cost of ownership (TCO)



Buy

Working with a partner that offers a multi-DRM cloud service, purpose-built and field-tested for the task of content protection in an evolving OTT environment.



Build

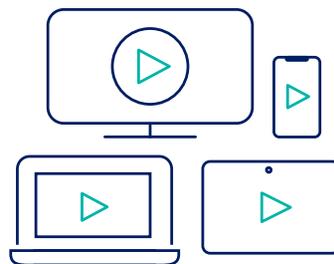
In-house creation, operation, and maintenance of a content protection infrastructure, supporting all the digital rights management (DRM) platforms and enhanced protection requirements of an increasingly fragmented device ecosystem.

Technology and infrastructure: Taking on the complexity

Building a content protection infrastructure able to support a global OTT streaming service is a complex undertaking, requiring continuous effort and investment to stay ahead of constantly evolving threats, technologies and offerings.

These are just a few of the complexities that your multi-DRM implementation must tackle:

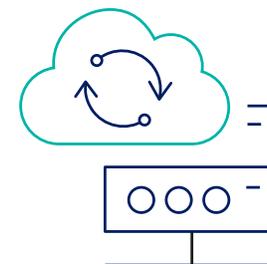
- Ensure consistency in user experiences across all devices with delay-free acquisition of keys from DRM servers run by multiple licensing authorities.
- Address the growing client device and operating system (OS) fragmentation.
- Comply with a long list of Enhanced Content Protection (ECP) parameters as defined by MovieLabs and others, especially for premium and UHD content.
- Monitor and adhere to complex licensing and protection agreements, such as those associated with time shifting, catch-up viewing, cloud-based DVR usage, and download and device storage options.



Device and OS fragmentation

Buy The issue of device fragmentation is managed by your multi-DRM service provider through a cross-platform client SDK, or by using native DRM clients.

Build To address the growing device and OS fragmentation you must develop and maintain client device security libraries for iOS, Android, Windows, and Linux.



Global infrastructure

Buy Subscribing to a multi-DRM service gives you the power of cloud providers like AWS, giving you a global footprint with regional geo-redundancies and fault tolerance without CAPEX/OPEX investment.

Build When contracting directly with a cloud provider you absorb the full cost of dedicated capacity.

If you invest in private cloud infrastructure or on-prem systems you pay significant CAPEX/OPEX expenses.

Minimizing your total cost of ownership

Your buy vs. build decision for a multi-DRM service ultimately comes down to total cost of ownership (TCO). Partnering with a multi-DRM provider significantly reduces your TCO with lower OPEX and CAPEX, and higher overall value.



Huge CAPEX savings

Buy When you buy DRM-as-a-Service, all costs related to platform construction and ongoing operations are incorporated into the single monthly service fees, delivering 24/7 expertise without any long-term CAPEX expenditures on your books.

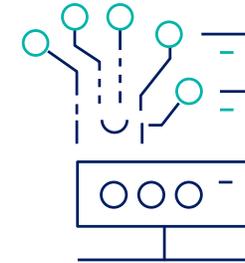
Build Requires large CAPEX expenditure.



Time is money

Buy By taking advantage of a flexible business model with a “buy” solution you have the ability to quickly and easily meet the needs of your subscribers with rapid initial deployment and simple upgrades to stay ahead of rapidly changing technology and external threats.

Build Building your own DRM platform can take months.



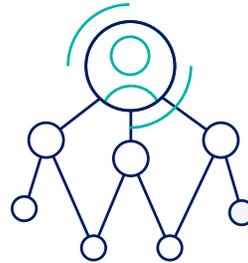
Scalability lowers risk and expands reach

Buy A pay-as-you-go business model scales up or down effortlessly based on your business needs with no risk or cost of over provisioning, or the fear of enduring the sudden budget hits that occur when best-case assumptions turn out to be off the mark.

Build Requires pre-provisioned to cater for the maximum number of expected concurrent users - a number that can easily be miscalculated - incurring and wasting the cost of spare capacity during non-peak periods, and risking an under-provisioned platform when usage peaks, resulting in a poor user experience.

Minimizing your total cost of ownership (cont.)

Your business isn't static and your multi-DRM platform shouldn't be either. Buying multi-DRM as a service is highly flexible and provides the best overall value in a changing OTT marketplace.



Maximize value with economies of scale

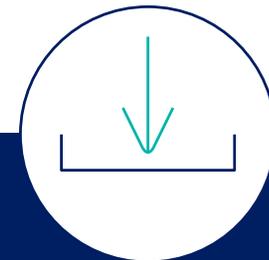
Buy Economies of scale when buying from an established security provider enable better service at a lower price point, as the infrastructure costs are amortized over a large number of customers around the globe. You don't carry the burden alone, and you have the added value of payments that are closely tied to your pace of service usage and expansion.

Build All costs are on you, whether on-premises or in the cloud.

Keep your organization focused

Buy Minimum staffing within your organization to interface with the multi-DRM provider.

Build Requires staffing up with a team who have extensive and costly expertise with every facet of product development, testing and management.



Download our comprehensive white paper detailing what's involved in building your own multi-DRM platform versus buying from the experts:

Weighing buy versus build options for securing advanced OTT video services

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Building trust for
the connected world.

Learn more at: expressplay.com/products

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