intertrust

A holistic look at content security - DRM and more

Digital Rights Management (DRM) is a critical piece of the modern content security puzzle and media workflow. Applying a variety of tools - each at the right time - is critical to avoid costly piracy and leakage repercussions.

What's fueling piracy?

With consumer demand for premium entertainment at an all-time high and the adoption of new technologies growing exponentially, the environment is ripe for piracy to escalate.

In 2018, consumers around the globe spent US\$96.8B on theatrical and home entertainment*. *MPAA 2018 THEME Report

Golden age of

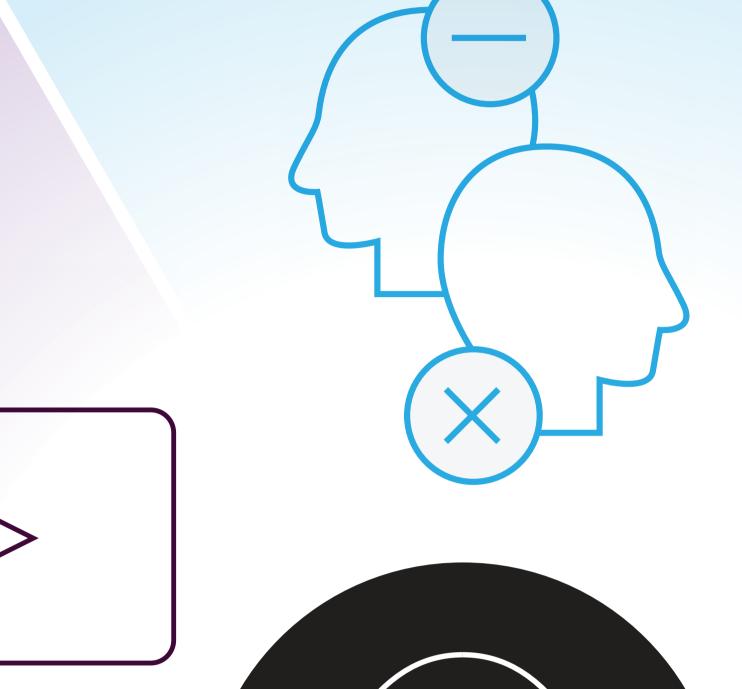
The "arms race" to create premium TV & movie content for hungry fans is driving costs as high as US\$15 million per TV episode*. *Variety, 9/26/17

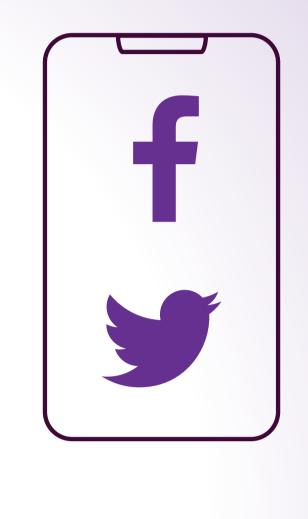
2.77 billion people across the globe use social media* where pirates openly advertise and stream illegal copies of the latest films and shows**. *Statista: Number of social media users worldwide from 2010 to 2021 **Business Insider, July 2018

Casual consumer attitudes

of millenials do not feel guilty watching illegal content¹.

entertainment TV and film account for of all piracy 2/3 of all pirace activity in 2018³, Game of Thrones season 7 was pirated over times as of September 2017³.





Reach of social media

Social platforms provide a web-scale tool for proliferating illegal content. During the 2018 World Cup, million viewers

watched illegal streams via social sites².

Streaming now the norm

of visits to piracy sites for TV content in 2017 were made via web-streaming sites³.

- 1. LaunchLeap survey, 2017 2. Viaaccess-Orca, October 2018 3. MUSO, March 2019
- 4. SMG Insight commissioned by the BT Sport Industry Awards

Live streaming sports

of millennials have

Power of mobile

52% of visits to TV piracy sites in 2017 were accessed via mobile devices, rising up the ranks to become the most popular way of consuming illegitimate content³.

Subscriptions to online video services surpassed cable in 2018

> up 27% over 2017*. *MPAA 2018 THEME Report

with 613.3 million subscribers -

In 2018, revenue from sports media rights in North America amounted to US\$20.14 billion*.

540 of millenniais flave watched illegal streams

of live sports – 1/3 of them regularly⁴.

*Statista

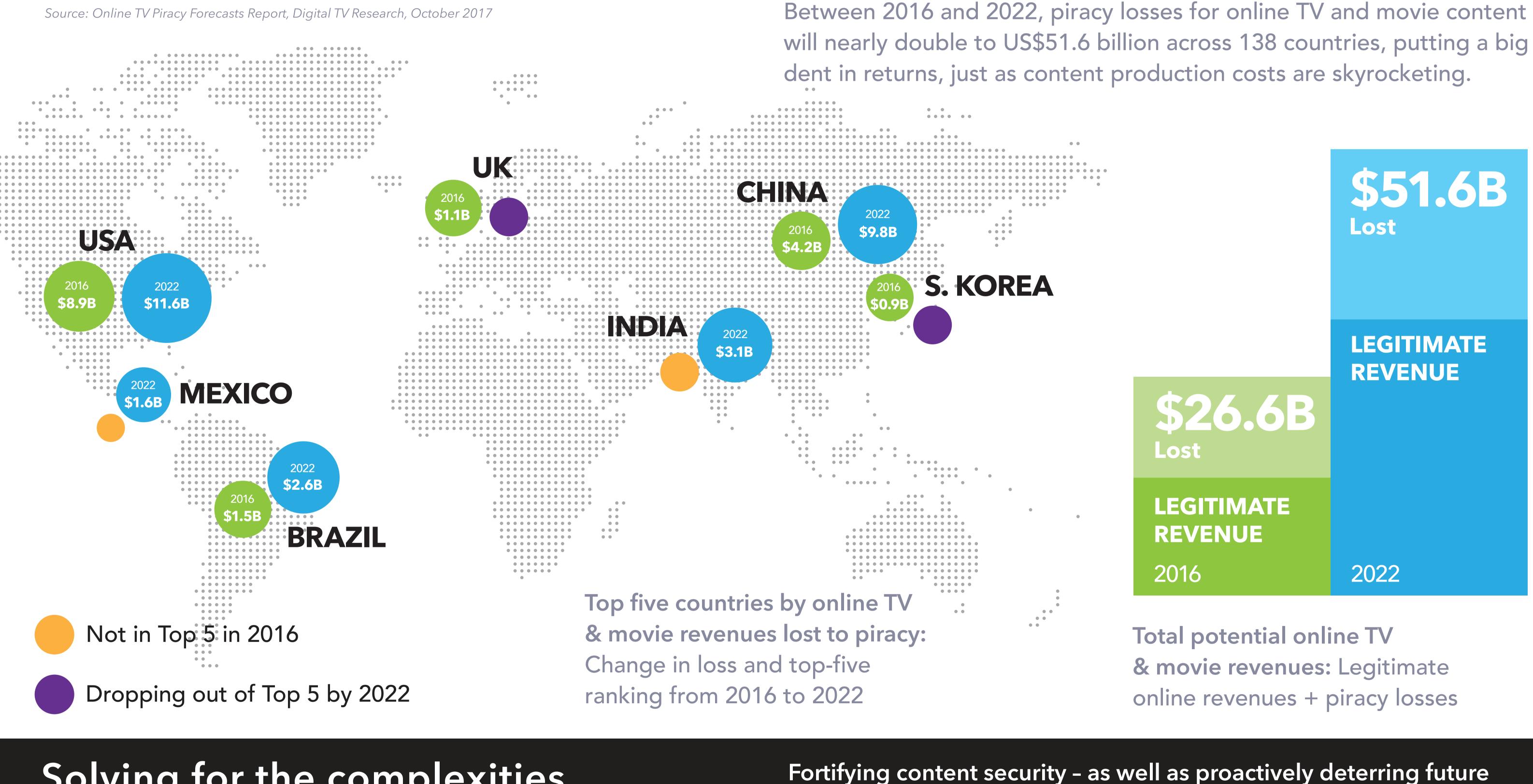
There are over 3 billion smartphone users globally*, all with the ability and expectation to access content anytime, anywhere.

The Mobile Economy 2019, GSMA

How big is the problem globally?

problem for content owners & distributors across the globe.

Content piracy is big. It's costly. And it's a growing ROI



LEGITIMATE REVENUE 2022

Lost

& movie revenues: Legitimate online revenues + piracy losses

Solving for the complexities of the content security puzzle

illegal behavior - is critical. With such a wide range of tools available, Intertrust works with you to design and put all the pieces of your content security wall together so you never compromise.

Content Ingest

Streaming DRM Highest Format Level 4K, HDR

PlayReady Server

Download and Go DRM

Content Leakage Tracking

Identity Management Authentication

DRM with Watermarking & Fingerprinting Session-based

In the Clear Promo or Ad Supported

Key Handling

Secure

Marlin Server

FairPlay Server

Cloud Ops with Reputable Company

Streaming DRM

DRM with Watermarking

Clearkey

Widevine Server

Operational Security

App

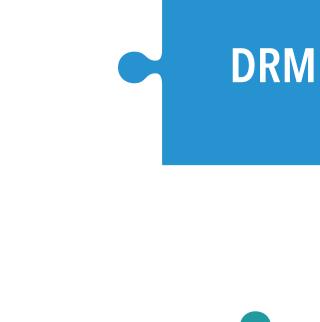






Hardening







whiteCryption® security products are field-proven in many large scale deployments, helping premium content distributors to navigate the complex puzzle of content security.

The Intertrust ExpressPlay[™] and



Learn more now: intertrust.com/products/drm-system/

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