



MULTI-DRM

Verimatrix is the leading provider of software security solutions. Its Multi-DRM, player and client solutions are a compelling choice in the busy OTT market

Key features

- Unified management for common DRMs and client device categories
- Simple and scalable SaaS subscription pricing model
- Secure AWS virtual cloud environment, with worldwide footprint options
- Rapid deployment, reduced TCO and increased agility
- Analytics tools for video services optimization and monetization
- Multi-DRM Client with pre-integrated player for live and on-demand video services
- Server-side and client-side video watermarking for OTT mobile and STBs
- Open APIs integrate into existing deployments and business systems

The OTT market has matured. Competition is thick, premium content – with tighter security requirements – is expanding, and costs are escalating. The number of OTT devices and DRM systems has also grown, increasing overall complexity.

Multi-DRM Overview

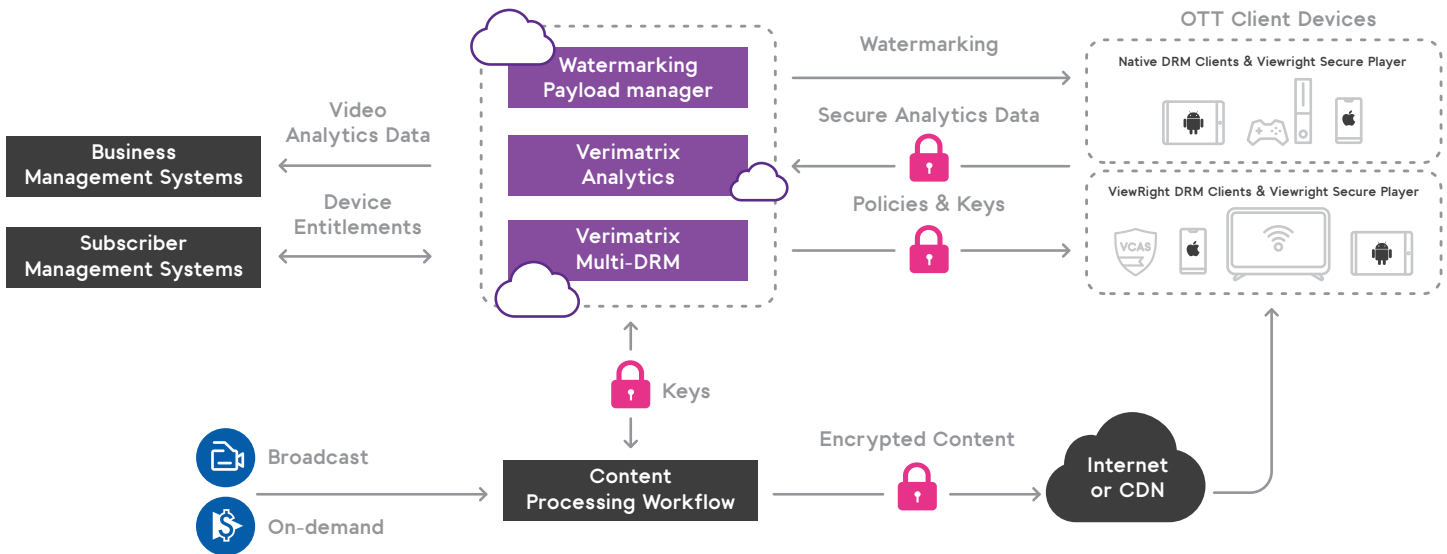
A cloud-based SaaS model, Verimatrix Multi-DRM not only reduces NOC-related expenditures, but also addresses issues of fragmentation, business analytics and security, while allowing operators to retain full control of their service offer and subscriber relationships.

Building upon the Verimatrix Video Content Authority System (VCAS) and Analytics products and services, Verimatrix offers a comprehensive, multi-screen and multi-DRM solution for premium content security and monetization.

The SaaS solution is based in the Verimatrix Secure Cloud (AWS) and features several value-add options:

- Multi-Rights OTT security solution offers unified rights management for common DRMs and client device categories
- Analytics enables secure collection of device and usage data for access, presentation and export, with the goal of optimizing and monetizing the video services platform
- The Multi-DRM Client SDK with pre-integrated player enables live and on-demand video services with all common Pay TV models
- Watermarking delivers server-side video marking for OTT mobile devices, with a client-side option for set-top boxes, including UHD.

Service Provider Head-end / Verimatrix Secure Cloud



Multi-DRM Client Options

Operators can choose from hardened Verimatrix downloadable or embedded DRM clients, or use native DRM clients:

DRM Client Option	Native	Embedded	Downloadable
Microsoft® PlayReady®	✓	✓	✓
Google Widevine™	✓	✓	✓
Verimatrix ViewRight Web		✓	✓
Apple® Fairplay® Streaming	✓		

Verimatrix downloadable DRM clients deploy a range of advanced code protection techniques and support screen recording detection and blocking. The embedded DRM client is MovieLabs-compliant, employing Trusted Execution Environment (TEE) and HW Root of Trust.

Verimatrix studio-approved Multi-DRM Client SDK paired with native or third-party iOS and Android media players can optionally be delivered as a single code-protected package.

Insight and Automation

Cloud-based dashboards provide operators with visibility into system performance, plus common operational metrics. Persistent (end-to-end) content encryption, policy definition and enforcement streamline multi-tiered video and security workflows. Analytics enable automated data collection and upstream reporting for both QoE and business intelligence.

The Verimatrix Secure Cloud enables flexible access to solutions of any configuration and scale. It enables subscription-based models, a secure AWS virtual cloud environment, rapid deployment and reduced TCO, scalability to enable growth and expansion, and 24/7/365 monitoring to maximize solution uptime.

A Powerful Alternative

Multi-DRM offers operators a convenient and cost-effective alternative to on-premise systems and operations, while further supported by a vast range of pre-integrations with leading ecosystem partners. Operators can deploy multi-screen services with the assurance that their cloud-hosted SaaS solutions will adapt to studio-required changes in security regimes, while the advanced analytics tools help to maximize service revenue and ROI.

For further details on all of Verimatrix solutions, visit www.verimatrix.com

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