

Endavo Media's OTT Video Services Platform Integrates BuyDRM's "Studio Approved" Digital Rights Management

Endavo Offers New Level of Content Protection and Security to Content Producers and Video Services Providers, Meets Major Studio DRM Requirements

Atlanta, Ga. - March 12th, 2013 -- Endavo Media has integrated BuyDRM's KeyOS Platform into its OTT Video Services Platform to extend its digital rights management capabilities for content producers, broadcasters, distributors, and cable and telco video services providers. As a "Studio Approved" DRM platform, KeyOS supports today's most popular B2B and B2C deployments for digital media playback, and combined with Endavo's Media Management System, Endavo's clients can effortlessly and easily encrypt their digital media content.

"We are excited about this partnership with BuyDRM as it enables our clients to meet the digital rights management requirements from the big studios for distributing their content," said Paul D Hamm, Endavo Media's president and CEO. "Already, we've deployed the service and are delivering programming from NBCUniversal, Warner Bros. Entertainment and Disney for one of our international clients," Hamm added.

Endavo's Media Management System (EMMS) automatically recognizes a video requiring DRM and encrypts and transmuxes the video on the fly, and the license key is issued by KeyOS before being played in the Silverlight player.

"We've enhanced our web capabilities in securing content within Endavo's Platform with this integration," said Hamm. "BuyDRM provides us with an enterprise grade digital rights management solution that leverages Microsoft's PlayReady technology to support our Silverlight-based player, which is already widely adopted throughout the industry, and sets the stage for extending their solution to our other connected devices."

"It's great to be working with the team at Endavo," said Christopher Levy, CEO and Founder, BuyDRM. "This partnership with Endavo extends our reach into the OTT industry and we're eager to support their growing client base in the content provider solutions marketplace," added Levy.

About BuyDRM:

BuyDRM™ is a leading provider of Digital Rights Management and Content Security Services for the entertainment, enterprise and education industries with customers spanning the globe. With more than 12 years of experience in DRM for IP-based media, BuyDRM has amassed substantial success stories in the commercial deployment of



DRM related technologies. Television networks, movie studios, cable MSO's, telcos, and premium content distributors use BuyDRM's award-winning KeyOS DRM Platform to provide robust content security for their IP video offerings to personal computers, mobile devices and connected televisions and Blu-ray players.

For more information please visit <http://www.buydrm.com>.

About Endavo Media:

Endavo Media is an OTT Video Services Platform provider enabling quality delivery of enhanced video services for telecommunications companies and planet-wide syndication for content producers and broadcasters. Endavo's Platform as a Service (PaaS) solution provides acquisition, management, monetization and multi-screen distribution of digital media, including live and on-demand video, audio and pictures. Founded in 2004, Endavo works with multiple international technology development partners in the EMEA region. Endavo Media is a privately held company headquartered in Atlanta. The company has wholly owned subsidiaries in the United Arab Emirates and Bulgaria.

For more information visit <http://endavomedia.com>.