

HBO Asia selects BuyDRM to power HBO GO® Multi-Screen Deployment

KeyOS Device DRM ® Technology includes PlayReady DRM for iOS and Android Devices and licensing support for PC, Mac, iOS devices, Android Devices and Connected TVs.

Austin, Texas- April 9th, 2013 -- BuyDRM™, a pioneer in DRM technologies for pay-media operators, announced today that the company has been selected by HBO Asia to power secure mobile video playback via the HBO GO® service. This selection was completed after an exhaustive review of numerous other solutions in the marketplace.

BuyDRM's KeyOS platform will provide the entire spectrum of HBO Asia's HBO GO DRM needs to include robust content encryption servers, license key servers and secure DRM agents for their iTunes AppStore and Google Play applications. KeyOS supports industry leading content access protection standards including Microsoft's PlayReady technology.

This deal marks a continuation and expansion of BuyDRM's partnership with HBO for their HBO GO service. Currently BuyDRM also provides similar services and technology to HBO Europe for going on two years now. As an early mover in the Device DRM marketplace, BuyDRM has been able to empower HBO GO with high scalable and secure technology to support their video distribution businesses around the world.

"Working with BuyDRM's KeyOS Platform and Device DRM technologies has saved us untold amounts of time and resources" said Vincent Teo, Head of Technology and Operations, HBO Asia. "As a Multi-Screen DRM platform, KeyOS has provided us with the content security and rights management technologies we need to be successful in this dynamic video marketplace."

"Microsoft PlayReady enables digital entertainment services across devices and software applications, with a specific focus on meeting the needs of content owners, network operators, service providers and device manufacturers", said Bill Witess, Director of Business Development at Microsoft. "It is exciting to see BuyDRM and HBO GO innovate on multi-screen content protection across platforms."

"HBO GO is one of the world's top premium video brands" said Christopher Levy, CEO and Founder, BuyDRM. "BuyDRM takes pride in the fact we continue to

contribute to this reality with world-class mobile DRM technologies.”

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 11 years of market-leading experience in implementing commercial DRM solutions and media technologies, BuyDRM™ has amassed substantial success stories for many of today’s largest brands. 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 a variety of connected devices. BuyDRM's™ customers include NBC Universal, Fox Filmed Entertainment, Sony Pictures Entertainment, Alliance Films, HBO GO Europe and HBO GO Asia, the BBC, RTL Klub, FotoKem, By Deluxe, Intertrust’s SyncTV, SingTel, SC Johnson, Smith Micro and Waoos DK.

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

About HBO ASIA:

Singapore-based HBO Asia is able to bring the best of Hollywood to Asia first because of its exclusive licensing deals with major Hollywood studios - Paramount Pictures, Sony Pictures, Universal Studios and Warner Bros., as well as a large number of major independent studios. HBO Asia has proprietary and award-winning HBO Original programs that are produced exclusively for HBO viewers. HBO Asia offers a bouquet of channels and services including 24-hour commercial-free subscription movie channels in standard-definition and high-definition – HBO, HBO SIGNATURE, HBO FAMILY and HBO HITS – as well as HBO GO, HBO ON DEMAND, CINEMAX and RED. HBO Asia is the exclusive distributor of BabyFirst and WarnerTV in Asia and a joint venture of HBO (a Time Warner company) and Paramount.

Log on to <http://www.hboasia.com> for more information.