

## **HBO Central Europe Selects BuyDRM's KeyOS Platform for HBO GO® Multi-Screen DRM**

**KeyOS Device DRM® Service Includes Support for PC, Mac, iOS and Android Devices**

**Austin, Texas — September 8th, 2011** — BuyDRM™, a pioneer in DRM technologies for pay-media operators, announced today that the company has been selected by HBO Central Europe to support the HBO GO® service in central Europe. BuyDRM's KeyOS Device DRM® Service will provide the critical digital rights management functions necessary to ensure content security is maintained across the spectrum of user's playback devices.

As part of the deployment the KeyOS platform will provide content encryption and licensing functions to iPhones, iPads, Android phones, PC computers, Mac computers, connected televisions and connected Blu-ray players. KeyOS supports industry leading content access protection standards including Microsoft's PlayReady technology.

"We are pleased to find one platform that addresses all of our DRM needs across all of our potential user platforms" said János Szilárdi, New Media Director for HBO GO, HBO Central Europe. "BuyDRM's KeyOS platform is providing the multi-screen DRM technology that will ensure our content is protected with the highest degree of security available today."

"As content continues to flow to more and more devices in more and more locations, content security and rights management become critical issues" said Christopher Levy, CEO and Founder, BuyDRM. "KeyOS is uniquely positioned to address these critical issues building upon nearly 10 years of R&D in deploying commercial DRM technologies."

**About BuyDRM:**

BuyDRM's is the leading provider of DRM and Content Security services and solutions for the entertainment, enterprise and education industries. Television networks, 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, visit <http://www.buydrm.com>.

**About HBO Central Europe:**

Home Box Office, America's leading premium television network arrived in the central European region in 1991, providing basic and premium pay television entertainment channels for cable TV, Direct-to-Home and MMDS platforms. HBO CE - owned by Home Box Office Inc. - currently provides basic and premium channels to 14 countries in the region, including: Hungary, the Czech Republic, Slovakia, Poland, Romania, Bulgaria, Moldova, Slovenia, Croatia, Serbia, Kosovo, Montenegro, Macedonia and Bosnia.

Full information is available at <http://www.hbo-centraleurope.com>