

## **Wowza Media Systems and BuyDRM Partner to Deliver PlayReady-Protected Smooth Streaming**

**Wowza Media Server 3 With KeyOS Smooth DRM Service Integration to Be Demonstrated at the 2011 Streaming Media East Show in New York, May 10-11**

**EVERGREEN, Colo., and AUSTIN, Texas — May 5, 2011 —** Wowza Media Systems®, the "any screen done right™" media server software company, and BuyDRM™, the leader in rights management solutions for premium digital media, today announced that they are partnering to deliver PlayReady-protected premium content solutions through integration of Wowza Media Server® 3 with the KeyOS DRM Platform from BuyDRM.

"BuyDRM continues to expand customer choices by partnering with industry leaders such as Wowza Media Systems," said Christopher Levy, CEO and founder of BuyDRM. "Wowza Media Server 3's built-in support for KeyOS gives customers the assurance of studio-tested-and-approved PlayReady protection and the robust media delivery for which Wowza is known."

The partnership between the two leading companies enables Wowza customers to obtain and deliver premium content with an expanded choice of studio-approved digital rights management (DRM) options. The solution supports a PlayReady encryption key exchange between KeyOS Smooth DRM Service and Wowza Media Server 3 software equipped with the Wowza DRM™ AddOn. Live or on-demand video is encrypted on the fly in Wowza Media Server 3 and delivered for protected playback to any devices supporting the PlayReady Content Access Protection technology from Microsoft®.

"BuyDRM's KeyOS integration gives our customers an easy-to-deploy premium protection solution," said Dave Stubenvoll, CEO and co-founder, Wowza Media Systems. "We're excited to expand the Wowza DRM ecosystem with BuyDRM, a proven DRM services provider known for its digital rights leadership."

Preview release of Wowza Media Server 3 will be available prior to the planned commercial release in the 3rd quarter of 2011. All Wowza Media Server 2 licensees are eligible for a free upgrade to Wowza Media Server 3 when it is released. To register at for preview release visit [www.wowzamedia.com/wowza-server-3.php](http://www.wowzamedia.com/wowza-server-3.php).

Wowza will demonstrate the integrated solution at booth #500 during the Streaming Media East show and conference, May 10-11, 2011 in the New York Hilton hotel.

## About BuyDRM

BuyDRM's is the market-leading provider of DRM Services and Solutions for pay-media operators - servicing the Entertainment, Enterprise and Education Industries. Broadcasters, Telcos, ISPs, Media Companies and Corporations use BuyDRM's award-winning KeyOS DRM Platform to efficiently Market, Monitor and Monetize their digital media across the three screens. BuyDRM's customers include: The British Broadcasting Corp., HBO Europe, Fox Filmed Entertainment, Comcast Converged Products, Microsoft, ABC Australia, NVIDIA Corp., Telecom Argentina, Reliance NDA, Hungama Mobile, S.C. Johnson, Abacast and DIRECTV. More information is available at [www.BuyDRM.com](http://www.BuyDRM.com).

## About Wowza Media Systems:

Wowza Media Systems® is the premier media server software company delivering an industrial-strength infrastructure for live video, video-on-demand, live recording, and video chat. Wowza® has a singular focus on delivering high-performance media server software to service providers, media properties, enterprises, and other organizations serious about delivering video to any digital screen – computer, mobile phone, or home TV. More than 70,000 global licensees in entertainment, social media, advertising, enterprise, education, government, and Internet commerce have deployed Wowza's media server software to date. Wowza Media Systems is privately held with headquarters in Evergreen, Colo. More information is available at [www.wowzamedia.com](http://www.wowzamedia.com)

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