

## **Australian Broadcasting Corporation Selects BuyDRM to Power Microsoft Silverlight for Video Download Offering**

### **KeyOS Media Commerce Platform Provides PlayReady Support for Offline Viewing with Persistent License Management**

Austin, Texas- April, 12th, 2010 -- BuyDRM™, a pioneer and innovator in helping content owners and licensees market, monetize and monitor their pay media content, announced today the imminent launch of the Australian Broadcasting Corporation's new Video Download offering supported by BuyDRM's KeyOS Platform. This new KeyOS functionality allows quick-to-market deployment of encrypted content for Microsoft Silverlight 4.

ABC Australia will use BuyDRM's KeyOS solution, based on Microsoft PlayReady and Silverlight 4, to offer media downloads for offline viewing. ABC's deployment using Silverlight 4 provides the opportunity to create interactive rich media experiences for end-users and will include support for PC and Intel-based Mac users. BuyDRM continues to lead the industry with the most comprehensive suite of PlayReady technologies available. KeyOS provides a desktop and server encryption applications, an encryption service for Windows Server, a .NET encryption assembly for enterprise class CMS systems and integration with nearly every live Smooth Streaming encoding platform.

"It's great to witness how each new version of Silverlight enables Microsoft customers and partners to offer ever more compelling consumer experiences," said Steve Sklepovich, director for Silverlight at Microsoft. "The new offline playback support with content protection in Silverlight 4 is an important development and Microsoft is excited to see partners like BuyDRM and media companies like ABC taking advantage of this key feature."

"We are upgrading the services provided by BuyDRM to Silverlight DRM with support for Silverlight 4 such that our service can be made available both online and offline with support for the PC and Mac audience. We also wanted to allow for future expansion of the application's functionality and to improve the application's performance and ease-of-use," said Matt Moran, Technical Director, Australian Broadcasting Corporation.

"The launch of Silverlight 4 gives broadcasters, content owners and distributors the enhanced ability to offer one piece of media in both an online and offline format for end-users," said Patrick Hiatt, EVP of Business Development, BuyDRM. "The addition of download functionality to Silverlight greatly increases the relevance of KeyOS-powered

media offerings via support for new and expanded business models.”

### **About BuyDRM:**

BuyDRM's is a leading rights management and media commerce technologies company- servicing the Entertainment, Enterprise and Education Industries. Broadcasters, Telcos, ISPs and private media companies use BuyDRM's award-winning KeyOS Media Commerce Platform to efficiently Market, Monitor and Monetize their broadband, set-top box and mobile media offerings. KeyOS supports Windows Media Rights Management (WMRM) and Silverlight DRM/Smooth DRM, powered by Play-Ready, which supports encrypted streaming and downloads of audio and video content to PC's and Intel-based Macs.

For more information contact: [sales@buydrm.com](mailto:sales@buydrm.com) or visit [www.buydrm.com](http://www.buydrm.com) or call 521.377.1340.

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

### **About Australian Broadcasting Corporation (ABC):**

The ABC is Australia's only independent, national, commercial-free broadcaster which operates two television channels, four national radio networks, 60 local radio stations around Australia, three Internet music based services, the ABC Online website, as well as an international radio service Radio Australia, and an international television and online service Australia Network. The ABC also runs 41 shops and 90 ABC Centres throughout Australia. Under its charter, the broadcaster caters for the diverse interests and tastes of all Australians. Innovative programming has always been the hallmark of the ABC and it has an enviable reputation for outstanding, cutting-edge broadcasting. Everything you need to know about the ABC can be accessed through the ABC's website at [www.abc.net.au](http://www.abc.net.au).

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