

BIGFlix.com Selects BuyDRM to Power its Video Download Service

BuyDRM's KeyOS Rights Management Platform will support and enhance the website's downloadable videos

Austin, TX, Monday, August 24th: India's largest Video-on-Demand website, BIGFlix.com, www.broadband.bigflix.com, (a part of Reliance BIG Entertainment), announced today, its selection of BuyDRM, a pioneer and innovator in digital rights management technology, to enable superior content protection and a seamless video download experience for BIGFlix users by deploying its KeyOS Rights Management Platform.

BuyDRM will provide BIGFlix.com with an integrated pay-media solution that includes the industry-standard Windows Media Rights Management technology. With BuyDRM's KeyOS Download Manager, BIGFlix users will be able to view the movie they choose to download while the download progresses silently in the background, thus, providing an uninterrupted and pleasant video download experience.

Mr. Sanjeev Singhal, Chief Technology Officer, BIGFlix.com, said, "The deployment of BuyDRM's KeyOS, marks a sure-shot path to enhance richer user experience to download videos from our website. By integrating with KeyOS, we are able to a strong market demand to deliver end-to-end protected content to users who desire to download and watch the content at leisure. Thus, BIGFlix.com can offer a user with both the option of streaming as well as downloading premium content through a single platform. We chose KeyOS platform because we found it secure, robust and easy-to-integrate, and cost effective.

"BIGFlix.com has deployed a very robust and well thought out content offering that has massive appeal to the growing online Indian audience" said Christopher Levy, CEO, BuyDRM. "As the key technology powering BIGFlix.com, KeyOS offers the widest support for industry-leading business models that power consumer video experiences."

About BIGFlix Video-on-Demand

BIGFlix Video-on-Demand has over 1500 and growing bank of movie titles on its free-streaming and paid-download platform that includes latest and classic Bollywood movies, World movies and movies in 13 other Indian languages. Moreover, a plethora of Indian television content is available through BIGFlix's enhanced video streaming service. BIGFlix Video-on-Demand has made Indian cinema, television and music accessible

to the 25 million strong Indian Diaspora spread across the world. The BIGFlix Video-on-Demand website registers 16 million page views, 10 million streams and 3 million unique visitors every month.

About BuyDRM

BuyDRM's is the leading Rights Management and Media Technologies company- servicing the Entertainment, Enterprise and Education Industries. Broadcasters, Telcos, ISPs and Private Media Companies use BuyDRM's award-winning KeyOS Rights Management Platform to efficiently Market, Monitor and Monetize their broadband, set-top Box and mobile media offerings. KeyOS supports both the PC and Mac platforms via the Windows Media Rights Management (WMRM) and Silverlight DRM technologies. BuyDRM was the 1st company in the World to offer Windows Media DRM, Silverlight DRM and Smooth DRM.

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

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