

## **BuyDRM Announces Support for Microsoft Silverlight DRM Content Protection Technology**

**Enables secure delivery of connected streaming experiences to PCs and Macs**

Las Vegas, NC (April 14th, 2008) - BuyDRM announced today that they will support Silverlight DRM, Powered by Microsoft PlayReady, a content protection solution for online content, advertising and interactive experiences.

Microsoft Silverlight is a cross-browser, cross-platform, and cross-device plug-in for delivering the next generation of .NET based media experiences and rich interactive applications for the Web. In addition to being compatible with the broadly deployed base of Windows Media 10 DRM content, Silverlight DRM, Powered by PlayReady will enable content owners to protect live and on-demand connected streaming and progressive download experiences.

BuyDRM will provide key product development and deployment support in an ASP and dedicated solutions model for Microsoft's customers, Internet Service Providers, broadcasters, telecom providers and media companies globally, via their award winning KeyOS Pay Media Platform. KeyOS includes support for the industry's leading business models including Pay-Per-View, Subscription, Token, Ad-Supported and Silent monitoring for live and on-demand delivery scenarios.

"The deployment of Silverlight DRM via the KeyOS Pay Media Platform will offer customers a flexible, robust business-centered rights management solution that will broaden the consumer marketplace for pay media," said Christopher Levy, BuyDRM CEO and Microsoft MVP for Digital Media. "We have been working closely with Microsoft to develop one of the industry's first Silverlight DRM-enabled service offering that is flexible, easy to deploy and provides powerful rights management solutions for a variety of industries."

"BuyDRM is an industry leading provider of robust DRM solutions, and has a long history of securing premium content delivered to millions of consumers, said Tom Honeybone, Senior Director, Silverlight Business Development, Microsoft Corporation, "We are excited to work closely with BuyDRM to enable the next generation of Silverlight-enabled protected content and advertising. "



## About BuyDRM

BuyDRM, a division of Austin, Texas based NFA Group Inc., was founded in 2001 to meet the needs of the rapidly expanding pay media industry. Its flagship product KeyOS is offered as both a service and solution, representing extensive research, development and practical use in deploying commercial digital rights management technologies. BuyDRM is a preeminent provider of Microsoft DRM technology and a featured Microsoft Partner, with more than 200 customers in the entertainment, enterprise and education industries. BuyDRM's founder and CEO, Christopher Levy, is a three-time recipient of the Microsoft MVP award for Digital Media and was selected as a Streaming Media All-Star by Streaming Media Magazine in recognition of his pioneering work in streaming media.

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

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