

BUYDRM's KeyOS Chosen by TVNZ for New OnDemand Offering

Support for Microsoft Silverlight promises to create even broader market

LAS VEGAS, April 16, 2007 -- BUYDRM™, a pioneer and innovator in helping market, monetize and monitor pay media content, announced today at the National Association of Broadcasters (NAB) convention that TV New Zealand (TVNZ) has chosen its KeyOS™ solution to manage its new TVNZ ondemand offering, allowing instant deployment of encrypted Windows Media Audio and Windows Media video content.

The announcement was made by Christopher Levy, founder and CEO of BUYDRM (www.BUYDRM.com), a preeminent provider of Microsoft DRM technologies and inventor of the KeyOS platform.

TVNZ (www.tvnzondemand.nz) will use BUYDRM's KeyOS solution, based on Microsoft's Windows Media technologies, to offer preview and purchase options for its users on PCs. Users will be invited to setup a demo account, with free "PlayPoints," to preview offerings. Additional PlayPoints can be purchased via credit cards to buy and download PPV episodes to a PC. Microsoft's unveiling of Silverlight (also at NAB2007) heralds the opportunity to create an even richer user experience and allow Macintosh users to enjoy TVNZ's service. Future phases of the project will integrate KeyOS into mobile media devices.

"Through our new Web site (www.tvnzondemand.nz), TVNZ will allow viewers to catch up on favorite shows they missed or just want to watch again," said Jason Paris, TVNZ's Head of Emerging Business. "We'll be offering a mix of content including recent shows, some good old Kiwi classics, and international TV."

KeyOS Makes On-Demand Easy for Viewers to Try and Buy

"KeyOS makes it easy for our loyal viewers to try and buy this new product offering," he said. "We are very pleased with and excited about everything Christopher Levy and his team have done to facilitate our launch. The addition of Microsoft Silverlight creates an even more compelling platform for our customers." He noted that the new service will be available only in New Zealand, using the KeyOS GeoFence technology, however GeoFence will allow TVNZ to target expatriate New Zealanders in the future by specific geographic location and granting them access.

“KeyOS is a leading example of how Windows Media technologies can be used for compelling consumer scenarios,” said Forest Key, director of the User Experience and Web Platform group at Microsoft Corp. “Combined with Microsoft Silverlight, KeyOS offerings can now extend cross platform, allowing wider reach and usability.”

“By choosing our Microsoft-based KeyOS solution, TV New Zealand’s management will be in full command of its new offering,” said Mr. Levy, citing built-in, easy-to-use eCommerce and rights management features. KeyOS, he said, provides management with complete user, credential and payment instrument management, an eWallet for all new users with secure credit card transactions, real-time transactional reports and invoicing, license delivery and status for all content and users, flexible business model management, granular license profile management, as well as geoblocking. “By delivering rich interactivity along with cross platform playback and content protection in Silverlight, Microsoft has clearly demonstrated that it’s listening to the requirements of its customers and partners.”

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 commercial use in deploying digital rights management technology. BUYDRM is a preeminent provider of Microsoft DRM technology and a featured Microsoft Partner, with more than 150 customers in the entertainment industry as well as in enterprise and education solutions.

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