



May 16, 2017

ABC (AUSTRALIAN BROADCASTING CORPORATION) SELECTS BUYDRM'S KEYOS MULTIKEY SERVICE FOR THEIR IVIEW ON-DEMAND AND CATCH UP TV SERVICE

Author:
Hunter Levy

Property of BuyDRM

ABC (AUSTRALIAN BROADCASTING CORPORATION) SELECTS BUYDRM'S KEYOS MULTIKEY SERVICE FOR THEIR IVIEW ON-DEMAND AND CATCH UP TV SERVICE

KeyOS Platform's Multi-DRM Support Enables the Best User Experience On Today's Popular User Platforms

May 16, 2017 - Austin, TX USA and Ultimo, Australia.

BuyDRM are pleased to announce that the Australian Broadcasting Corporation is now using our KeyOS™ and MultiKey™ services for their video on demand and catchup service iview. ABC's iview records an average of 50 million monthly plays and accounts for roughly half of all streaming time for Australian TV video services.

Using KeyOS MultiKey services, iview will be able to deliver DASH, HLS and MSS encoded content using the industry-leading DRMs, such as Microsoft PlayReady, Google Widevine and Apple FairPlay, which power the widest variety of premium content for consumers. This Multi-DRM approach using KeyOS will further the iview brand as a strong TV everywhere solution to address Australia's strong demand for premium content when and where they see fit.

"BuyDRM's KeyOS Platform provides ABC's iview with robust Multi-DRM support helping to lower the barriers for our viewers when accessing our content" said Andrew Carey, Head of Digital Architecture & Development, ABC Technology. "We can now delivery iview on a broader range of devices and platforms with studio-approved DRM using the KeyOS MultiKey services."

"With such a big audience, the iview product has to be capable of playback on a constantly changing list of computers, devices, gaming consoles and Smart TVs" said BuyDRM CEO and Founder, Christopher Levy. "Our KeyOS MultiKey Service will help keep and grow that audience in the coming years and future-proof our client ABC against changes in the DRM ecosystem."

ABOUT BUYDRM

BuyDRM™ is a leading provider of Digital Rights Management and Content Security Services for the entertainment, enterprise and transportation and education industries with customers spanning the globe. With 15 years of market-leading experience implementing commercial DRM solutions and media technologies, BuyDRM has amassed substantial success stories for many of today's largest brands. OTT and IPTV operators, television networks, movie studios, cable MSO's, telcos, and premium content distributors use the BuyDRM award-winning KeyOS Multi-DRM Platform to provide robust content security for their IP video offerings to a variety of connected devices. BuyDRM customers include BBC Worldwide and BBC iPlayer, NBC Universal, Sony Pictures Entertainment Television Networks, Sony Crackle, Warner Brothers, HBO GO Latin America, HBO Connect, Microsoft, By Deluxe, Vubiquity, Philo, ShowMax, AMC Networks, and Lufthansa Industry Solutions.

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

ABOUT the ABC (Australian Broadcasting Corporation)

The Australian Broadcasting Corporation (ABC) is Australia's primary publicly funded national broadcaster. The ABC provides television, radio, online and mobile services throughout metropolitan and regional Australia, as well as an overseas service. The ABC is governed by the ABC Act and Charter.

For more information please visit <http://www.abc.net.au/>