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TELIA CLOUDY CDN DEPLOYS THE BUYDRM KEYOS MULTI-DRM PLATFORM

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

September 14th, 2017 – Austin, TX and Riga, Latvia - Telia's self-service cloud video platform for live and VOD content Cloudy, has selected BuyDRM™ to provide DaaS (DRM as a Service) using BuyDRM's KeyOS™ MultiKey™ Service.

With five services available in the CLOUDY platform, the inclusion of DaaS (DRM as a service) adds additional value to the platform geared towards the B2B sector. CLOUDY™ provides server virtualization, data and server backup solution, desktop virtualization, e-mail and calendar management system and video surveillance as a cloud service.

As part of the KeyOS Multi-DRM Platform, the MultiKey Service supports the industry-leading DRMs, such as Microsoft PlayReady, Google Widevine and Apple FairPlay, which power the widest variety of premium content for consumers. KeyOS provides robust content security for today's most popular consumer formats.

BuyDRM has pioneered DRM as a Service (DaaS), providing highly available DRM technologies through modern, easy to deploy, secure APIs. Using a variety of common programming languages, the KeyOS Platform enables major studios, content licensees and OTT operators to quickly deploy studio-approved DRM within their existing content workflows.

"By deploying the KeyOS MultiService in CLOUDY, we're opening the door to new customers with a studio-required multi-DRM component to our service" said Telia (name) "BuyDRM's history of being a leader in the DRM space has proven to be a necessary added value to our overall stack of offerings."

Christopher Levy, CEO & Founder at BuyDRM said "Telia is a rising leader in the IPTV and OTT marketplace." "We are extremely proud to be working with Telia's CLOUDY platform in the quickly developing Baltic region."

ABOUT BUYDRM

BuyDRM™ is a leading provider of Digital Rights Management and Content Security Services for the entertainment, enterprise, transportation and education industries with customers spanning the globe. With 16 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, MVPDs, 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 and disconnected devices. BuyDRM customers include BBC iPlayer and BBC iPlayer Radio, BBC Worldwide, BBC TVE Singapore, Sony Pictures Entertainment, Sony Crackle, Sony Pictures Television Networks, Warner Brothers, Showtime Networks, Deluxe, Vubiquity, Cinedigm, SONIFI Solutions, ABC Australia, Limelight Networks, AMC Networks, SingTel, Telus, Bell Media and Lufthansa Industry Solutions.

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

ABOUT TELIA

Our innovative, safe and extremely flexible business solutions help thousands of clients to stay connected to everything that matters on their own terms. We are part of Telia Company, the New Generation Telco, serving millions of customers every day in one of the world's most connected regions. With a strong connectivity base, we're the hub in the digital ecosystem, empowering people, companies and societies to stay in touch with everything that matters 24/7/365 - on their terms.

For more information please visit <http://cloudy.telia.lv>