



## **BBC WORLDWIDE CHOOSES BUYDRM TO SECURE PREMIUM DIGITAL MEDIA CONTENT FOR BBC STORE**

**The KeyOS Technology includes PlayReady DRM for iOS and Android Devices and licensing support for PC, Mac, iOS devices, Android Devices and Connected TVs.**

**April 18, 2016 – London, UK and Austin, TX USA** – BuyDRM™, a pioneer in Digital Rights Management (“DRM”) and Content Security Services, today announced that BBC Worldwide, the commercial arm of the BBC, has chosen the BuyDRM KeyOS™ Platform to power the DRM on BBC Store, a new direct-to-consumer retail platform that enables audiences to buy and keep copies of their favorite BBC TV programs. BBC Store is integrated with the BBC’s catch up service, BBC iPlayer, which is also secured using the BuyDRM KeyOS Platform, enabling consumers to search, purchase and watch BBC content in one single journey.

The BuyDRM KeyOS Smooth™ DRM Service provides the encryption and license key delivery to support BBC Worldwide’s offerings of VOD purchase, download and streaming using a range of web browsers via laptop and desktop computers and tablets. The BuyDRM KeyOS Device™ DRM also powers downloads to iOS and Android smartphones for offline playback.

“BBC Store allows UK audiences to buy and keep digital copies of the BBC television programs they love,” said David Gibbons, COO at BBC Worldwide. “We’re delighted to have a DRM platform that will manage this effectively and enhance our customers’ experience of BBC Store.”

The BuyDRM KeyOS Platform is a software-as-a-service (SaaS) solution ideal for companies implementing industry leading content access protection standards, including the Microsoft PlayReady technology, Google Widevine DRM and Marlin DRM.

Christopher Levy, chief executive officer at BuyDRM, said: “Our longtime partnerships with both the BBC and BBC Worldwide have resulted in robust solutions that allow audiences to buy and view BBC Worldwide content quickly and easily. The KeyOS products transparently provide



the content security and rights management technologies that befit a corporation of the BBC's stature and standards."

## **ABOUT BBC WORLDWIDE**

BBC Worldwide is the main commercial arm and a wholly owned subsidiary of the British Broadcasting Corporation (BBC). Its vision is to build the BBC's brands, audiences, commercial returns and reputation across the world. This is achieved through investing in, commercializing and showcasing content from the BBC around the world, in a way that is consistent with BBC standards and values. The business also champions British creativity globally.

In 2014/15, BBC Worldwide generated headline profits of £138.6m and headline sales of £1,001.8m and returned a record £226.5m to the BBC. For more detailed performance information please see the Annual Review website:

[www.bbcworldwide.com/annualreview](http://www.bbcworldwide.com/annualreview)

[www.bbcworldwide.com](http://www.bbcworldwide.com)

[www.twitter.com/bbcwpress](http://www.twitter.com/bbcwpress)

## **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™ DRM Platform to provide robust content security for their IP video offerings to a variety of connected devices. BuyDRM customers include NBC Universal, Sony Pictures Entertainment Television Networks, Sony Crackle, Warner Brothers, HBO GO, HBO Connect, Microsoft, By Deluxe, Vubiquity, SC Johnson, Liberty Global, Philo.com, ShowMax.com, AMC Networks, and Lufthansa Industry Solutions.



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

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