



BUYDRM CATAPULTS STUDIO CONTENT OVER THE TOP WITH KEYOS OTT SUITE

BuyDRM provides a comprehensive turnkey security platform for OTT studio content that saves time and money and simplifies implementations.

September 8, 2016 – Austin, TX USA – BuyDRM, Inc., an innovator in Digital Rights Management (“DRM”) and Content Security Services, is rolling out their multi-DRM OTT Suite for delivering and protecting premium video content. The KeyOS™ OTT Suite is a single-supplier solution for encoding, encrypting, packaging, licensing and playing DRM protected, high-value studio content. The whole process is protected to guarantee complete security through the entirety of the workflow.

Broadcasters that provide multi-screen premium video delivery must first protect the content with studio-approved DRM technology. That process involves encoding the content format, packaging the content suitable for various streaming protocols (HLS, MSS, HDS or MPEG-DASH), encrypting the content with a DRM, provisioning a license key from a server to decrypt the protected content then authenticating a player that’s compatible with both the browser and DRM technology being used. Streamlining all of that complex capability to one vendor simplifies operations across each touchpoint along the DRM workflow and reduces the drain on an organization’s resources.

“BuyDRM’s new KeyOS OTT Suite brings together all the key ingredients for deploying a successful OTT multi-DRM solution,” said Bharat Krish, Takt Digital CEO and former HBO Latin America CIO. “BuyDRM continues to be a market leader in the multi-DRM OTT arena and KeyOS OTT Suite is exactly what successful players in this space need.”

The keystone “on-the-fly” encryption capabilities of the KeyOS OTT Suite mean that instead of having to store multiple versions of encrypted media, providers can store one file and use the KeyOS OTT Suite media server to package the files into the viewer-requested format. The KeyOS OTT Suite unlocks the full potential of Common Encryption (CENC) by enabling “package once distribute many” with compatible DRM systems: PlayReady, Widevine, FairPlay, and Marlin.



“We’ve created the KeyOS OTT Suite at the request of customers and prospects who are weary of dealing with separate vendors and multiple workflows for processing identical content,” said Christopher Levy, CEO and founder of BuyDRM. “So for all of them, and for the viewers who simply want it to work no matter when or where, we’ve reduced the complexity of supporting multiple formats, streaming protocols and devices by streamlining the storage and delivery of high-value content.”

By using the KeyOS OTT Suite instead of managing multiple vendors, media providers save time and money, simplify implementation, and get their high-value content playback working quickly and securely across multiple platforms and to the widest consumer base.

Email info@keyos.com for more information.

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™ MultiDRM Platform to provide robust content security for their IP video offerings to a variety of connected devices. BuyDRM's 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. <http://www.buydrm.com>

ABOUT TAKT DIGITAL

Takt Digital is passionate about providing design and cloud technology integration service in the online video space. By integrating with the



best cloud based streaming video solutions in the market Takt Digital dramatically reduces the complexity of building a TV quality online video service similar to Netflix and HBO GO. Its clients include content creators, operators and enterprises including HBO Latin America and Hotwire Communications. <http://www.takt.com>.