

## **Philo Selects BuyDRM for Live TV Delivery To Connected Devices**

### **KeyOS Device DRM® Technology includes PlayReady for iOS and Android Devices.**

Austin, Texas — February 12th, 2014 — BuyDRM™, a pioneer in DRM technologies for OTT operators, announced today that the company has been selected by Philo, an innovative television service, to securely deliver live and recorded television programming to university students' mobile devices anywhere on Philo's customers' campus data networks. This selection was completed after Philo's evaluation of numerous other solutions in the marketplace.

BuyDRM's KeyOS platform will power both the Philo license key delivery service and secure DRM agents for Philo's new iOS and Android applications. These new apps will let college students around the country sign in securely via their campus WiFi networks to watch live TV and recordings from Philo's on-campus network DVR. KeyOS supports industry-leading content access protection standards including Microsoft's PlayReady technology. Philo's existing university deployments include Harvard, Pepperdine, Stanford, The University of Washington, Wesleyan and Yale.

"We are pleased to be using BuyDRM's industry-leading technology to deliver an exceptional experience to our customers," said Christopher Thorpe, Philo's CEO. "We are committed to delivering television programming on a secure, trusted platform. BuyDRM's popular, trusted KeyOS Platform helps us meet that commitment."

"Philo's approach to delivering great TV securely makes them one of the most promising early stage companies we've worked with," said Christopher Levy, CEO and Founder, BuyDRM. "BuyDRM takes pride in the fact we continue to contribute to innovation in the television ecosystem with world-class mobile DRM technologies."

### **About BuyDRM:**

BuyDRM™ is a leading provider of Digital Rights Management and Content Security Services for the entertainment, enterprise and education industries with customers spanning the globe. With 13 years of market-leading experience in implementing commercial DRM solutions and media technologies, BuyDRM™ has amassed substantial success stories for many of today's largest brands. Television networks, movie studios, cable MSO's, Telcos, and premium content distributors use BuyDRM's™ award-winning KeyOS™ DRM Platform to provide robust content security for heir IP video offerings to a variety of connected devices. BuyDRM's™ customers include NBC Universal, Fox Filmed Entertainment, Sony Pictures

Entertainment, HBO GO Europe and HBO GO Asia, the BBC, RTL Klub, FotoKem, By Deluxe, Intertrust's SyncTV, SingTel, SC Johnson, and Tele2.

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

### **About Philo:**

Philo offers universities a cost-effective, secure television solution that runs over their existing data network, reducing external bandwidth needs while providing students with television entertainment the way they want to watch. Its innovative service offers students a one-stop, seamless experience to securely access the university's multi-channel TV lineup with a sleek interface, built-in guide and network DVR. It is also rolling out integration with TV Everywhere and on-demand products like HBO GO, interactive content and social media integration.

Log on to <http://www.philo.com> for more information.