

Telecom Argentina Selects BuyDRM's KeyOS DRM Platform to Power Next Generation IRIS CDN Offering

KeyOS Smooth DRM Service Deployed Supporting Windows Media and Smooth Streaming

Austin, Texas-November 2nd, 2010 - BuyDRM, a pioneer in deploying DRM technologies for pay media operators, announced today at Streaming Media West that Telecom Argentina will deploy the KeyOS DRM Platform within Telecom Argentina's IRIS CDN offering and customer billing platform. The KeyOS Platform's expansive feature set allows quick-to-market deployment of premium encrypted video content in the Windows Media and Smooth Streaming formats.

As a result of this enterprise integration, Telecom Argentina will be able to offer KeyOS powered DRM services seamlessly to their customers via their IRIS CDN customer portal. The addition of KeyOS powered DRM services to the IRIS platform will empower Telecom Argentina's customers, drive the usage and revenue of their media services, increase the depth of their service offering and improving customer retention.

"It was important to Telecom Argentina that we enhance the IRIS CDN platform with more modern transparent DRM technologies to support our growing customer needs" said Sergio Galban, Telecom Argentina's Executive Manager in charge of the development of Telecom CDN services. "Our selection of KeyOS was the result of an exhaustive review of the marketplace and we are confident our customers will be well served with this decision."

"The Smooth Streaming and PlayReady technologies are clearly addressing the needs of the major US and European broadband providers deploying VOD to ensure they are in compliance with their agreements with the major content owners, studios and networks" added Martin Ortiz - product manager for CDN / OVP services, Telecom Argentina.

"We worked with Telecom Argentina to evolve their digital media offering incorporating simple and secure customer experiences that can scale in a cost effective manner. This offering represent a professional grade suite of digital media infrastructure the today's media companies can rely on to power their businesses" said Christopher Levy, CEO and Founder, BuyDRM.

About BuyDRM

BuyDRM's is the leading provider of DRM Solutions and Services for pay-media operators - servicing the Entertainment, Enterprise and Education Industries. Broadcasters, Telcos, ISPs, Private Media Companies and Corporations use BuyDRM's award-winning KeyOS Rights Management Platform to efficiently Market, Monitor and Monetize their Broadband, DAM/CMS, Set-top Box and Mobile media offerings. KeyOS supports Windows Media Rights Management and Smooth DRM for Windows Media and Smooth Streaming, powered by Microsoft's PlayReady. KeyOS offers encrypted smooth streaming for Live and On Demand events, streams and downloads, to the Intel-based Mac and PC.

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

About Telecom Argentina

Founded in 1990, Telecom Argentina is the leading telecommunications group in Argentina, where it offers directly or through its controlled subsidiaries local and long distance fixed-line telephony, cellular, data transmission and Internet services, among other services such as ICT solutions, data center, video transport and multimedia content delivery. Additionally, through a controlled subsidiary, the Telecom Group offers cellular services in Paraguay.

For more information on IRIS Services please visit <http://www.telecom.com.ar/iris>