



Managing multi-DRM with DASH

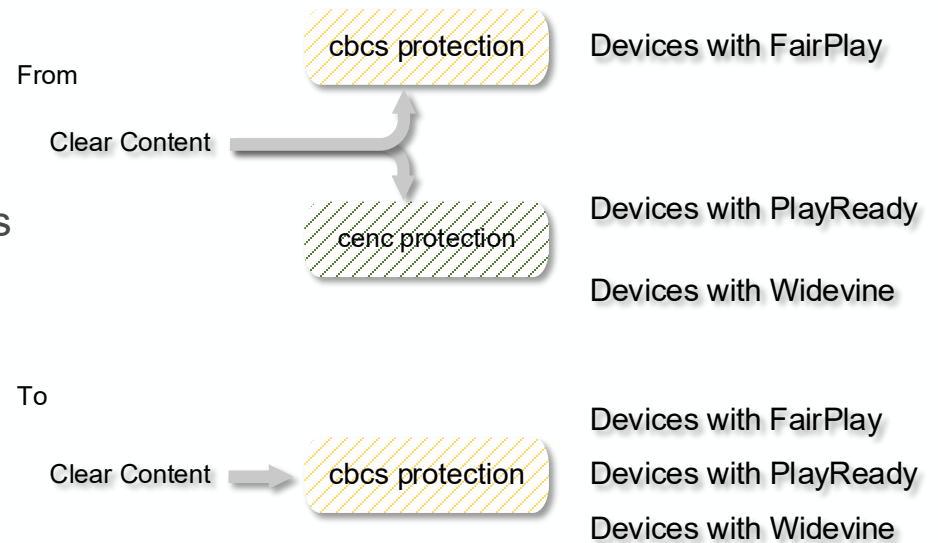
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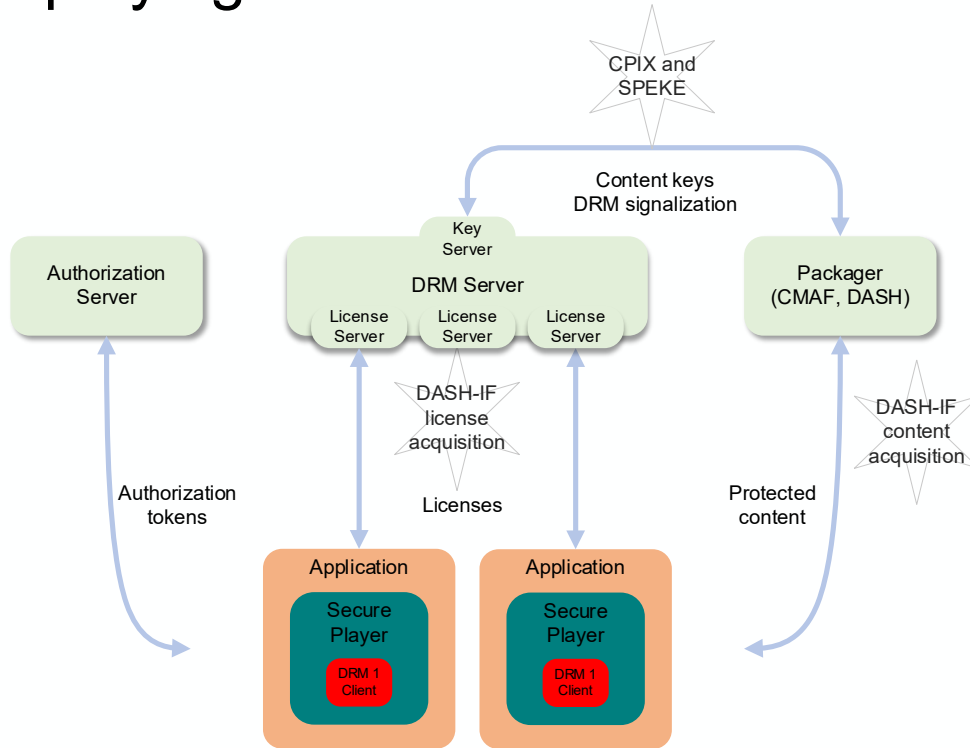
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From multi-stream to multi-DRM

- Protected Content authoring gets “simpler”
 - Convergence to one encryption mode
- But still multiple DRMs
 - DRM compliance and robustness rules enforce a secure platform
 - Content owners' requirements make DRM integrated by the device manufacturer a natural choice



Deploying a Multi-DRM solution



- Multiple integration points
 - Some standardization exists
 - Proprietary nature of DRM on some interfaces
- Multiple deployment options
 - SaaS, Do It Yourself
 - On public, private clouds, on premises
- Multiple vendors
 - Main DRM vendors provide SDKs to many licensees

Using Multi-DRM

- Allows access to content
 - DRM is a must have for content owners (among other requirements)
- Supports business models
 - Subscription, Transactional, PPV, packages
 - Still some limitations - key rotation as done on multicast/broadcast - last minute changes support
- It can bring secure authentication with authorization servers
 - Ensure that devices requesting authorization tokens are allowed to do so
- It can bring Secure streaming control
 - Limit the number of concurrent sessions

Conclusion

- DASH & Multi-DRM make Live OTT closer to Broadcast business models
 - But still some work ahead
- Multi-DRM is a part of an end-to-end secure solution
 - Monitoring and watermarking for closing the loop
- DASH, multi-DRM and watermarking perfect combination for enabling Live sport events