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