

IRDETO BROADBAND FOR CATCH-UP TV

Today's media consumers expect to be able to get access to the content they want, when they want, on any media-enabled device they own. The personal video recorder (PVR) granted them freedom from traditional broadcast scheduling, and now the Internet is granting them freedom beyond the television and the home.

The Irdeto Broadband for Catch-Up TV solution allows pay-TV operators to extend their brands and their content to every screen a consumer owns, thereby reinforcing the subscriber relationship and protecting them from competitive churn.

KEY BENEFITS

Irdeto Broadband for Catch-Up TV allows pay-TV operators to:

- Create a "Media Hub" to publish and secure content to broadband-connected consumers
- Provide consumers with a TV Everywhere experience
- Allow customers to view catch-up: missed and favorite content online
- Defend against cord-cutters and competitive churn
- Easily and quickly set up and launch new services to any broadband-connected device

THE SOLUTION

Irdeto Broadband for Catch-Up TV is a complete solution for content owners and aggregators who wish to offer their content – directly or through affiliates – to consumers. They can do this in either streaming formats or as a download option for any broadband-connected device.

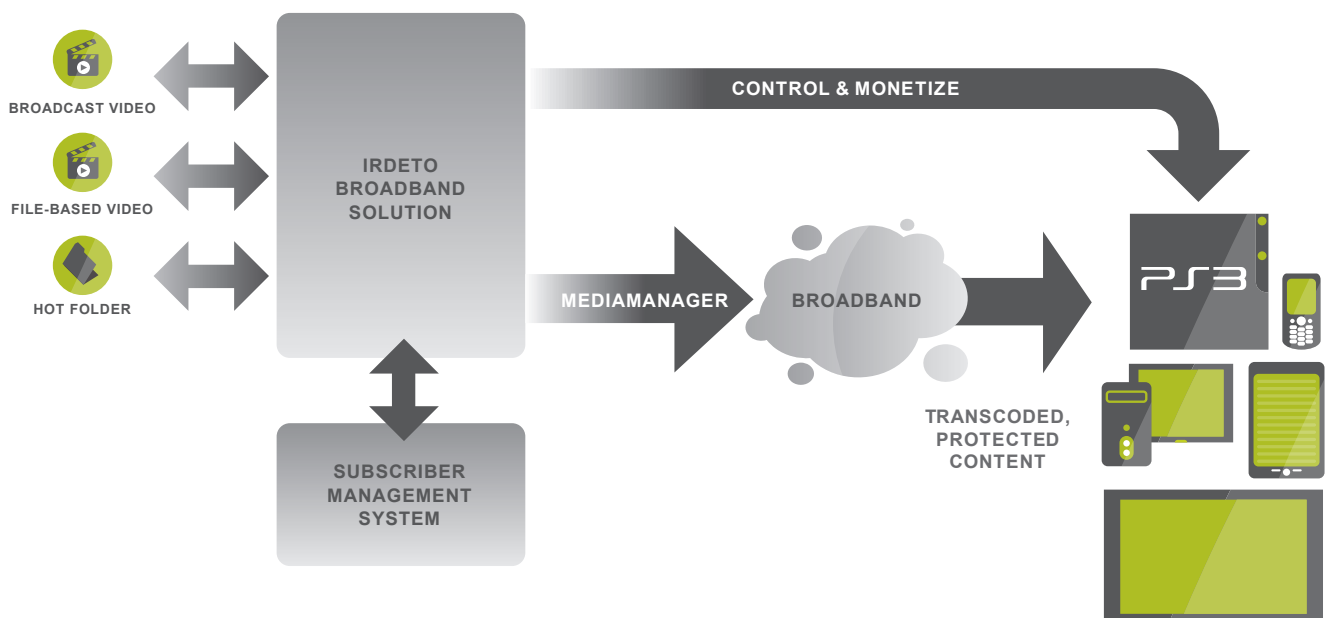
KEY FEATURES:

Irdeto Broadband for Catch-Up TV gives operators:

- End-to-end workflow management from ingestion to usage reporting
- A single content management and distribution platform for all services
- A variety of content protection schemes tailored to the operator's needs
- User-friendly and customizable PC players with adaptive streaming
- Many content purchase and rental models to choose from for both streaming and download
- A modular set of cloud-based TV services and suite of customizable reference applications for tablets, smartphones, Connected TVs and other iOS and Android devices.

THE SOLUTION COMPRISES:

- **MEDIAMANAGER:** Content management infrastructure
- **CONTROL:** Content protection and user management
- **MONETIZE:** Online billing for pay-per-view and subscription
- **TV SERVICES:** Multi-screen user experiences



Some components of the solution can be purchased on a software-as-a-service (SaaS) model, while others can be licensed for the operator to host and manage. All Irdeto Broadband implementations allow the customer to make a choice about which Irdeto and which third-party components are to be used. This allows for integration with legacy systems as well as with other best-in-class suppliers and creates an overall system that meets the operator's exact requirements.

FEATURE HIGHLIGHTS

MEDIAMANAGER

- High definition (HD) or standard definition (SD) video in file-based formats can be ingested from a studio or distributor environment using a distributed hot folder arrangement or by interfacing to the video production systems, broadcast infrastructure and archives.
- Ingest scheduling information and content meta-data from Broadcast Business Systems and DAM/MAM Systems.
- Ad-break points may be marked and simple editing may be accomplished from within the Irdeto MediaManager product.
- Manage and edit meta-data through custom edit tools adapted for TV series meta-data.
- Integrated transcoding of content to correct format for the target device or platform.
- Automated reformatting of meta-data to correct format for the target consumer device or platform.
- Apply protection technologies and multiple business models.
- Multiple language support.
- Support for multiple release windows.

CONTROL & MONETIZE

- Content may be linked to business policies and entitlement categories at the time of ingest.
- Consumer authorization is usually accomplished by mapping entitlements from the operator's subscriber management system (SMS) to Irdeto's Control system, which has a flexible and powerful business policy management structure that can accommodate subscription-, rental-, and purchase-based models.
- Business models and entitlements determine what restrictions apply with respect to usage – such as how many times content may be watched, within what time windows and subject to whatever transfer rights might apply.
- Regional restrictions may also be applied to ensure that content is only distributed within the region for which rights have been acquired.
- Irdeto takes a DRM-neutral approach to on-line content because some device ecosystems may mandate the

protection technology to be used. A number of DRM systems are currently supported including Microsoft DRM, PlayReady and Adobe Flash Access 2.0. Various non-DRM token authentication systems from major content-delivery networks are also supported as an alternative to DRM.

- Licensed consumption of media on-line is measured and logged against each consumer in a data warehouse that is accessible via a reporting API that may be linked to an operator's customer relationship management (CRM) system.
- Basic reports are available through an on-line reporting interface.
- Irdeto's PCI-compliant Monetize solution may be used to manage credit-card-based payment processes if desired.

TV SERVICES

- A truly personalized discovery experience via intuitive search and recommendation features
- Remote control of Set-top-box, including the ability to remotely book recordings
- The ability to video bookmark across devices
- Synchronization of content across multiple devices
- Social interactivity including the ability to share comments and recommend content across Social Networks
- Participation in live events from companion screens

The solutions are scalable and can be easily expanded in terms of functionality, scope and content processing capacity as requirements dictate.