

IRDETO BROADBAND FOR MOVIES

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 days of traditional video rental are quickly coming to an end as broadband delivery of movies gives customers the ultimate instant gratification.

The Irdeto Broadband for Movies solution is for pay-TV operators and other content rights holders to offer innovative and convenient new broadband and mobile movie services to their customers, whether it be to their PCs, their mobile devices or to broadband-connected set-top boxes. A service based on the Irdeto Broadband for Movies solution gives operators the edge they need to compete in the Internet age.

KEY BENEFITS

Irdeto Broadband for Movies allows pay-TV operators and other content aggregators to:

- Create a "Media Hub" to publish and secure premium content to broadband-connected consumers
- Capture new forms of revenue from existing and new subscribers
- Defend against cord-cutters and competitive churn
- Easily and quickly set up and launch new services to any broadband-connected device

CASE STUDY



Viasat Broadcasting, part of the MTG Group, is the largest commercial-free and pay-TV provider in Scandinavia and the Baltic region. Viasat's TV channels and TV platforms attract a total of 125 million viewers across 31 countries.

ViasatOnDemand launched in February 2010 in line with Viasat's "Entertainment at Your Command" vision and is the first OTT (over-the-top) solution of its kind in Scandinavia. The services was re-branded Viaplay March 2011 and is available across Denmark, Sweden, Norway and Finland on desktop computers, mobile phones and Connected TVs, powered by the Irdeto Broadband solution that comprises: a content management hub; billing and subscriber management; device and DRM agnostic security and other, cloud-based services.

As Viaplay extends across new devices and territories it continues to provide subscribers with what is considered to be one of the most compelling, multi-platform, premium content service in the region, comprising 1,000 subscription video on demand movies and 4,000 paid video on demand movies per month, 1,000 sports events per year and a wealth of TV Series, premium local



productions and free TV channels.

Viaplay has also opened up new revenue streams for Viasat by offering greater opportunities for content owners to distribute high-quality programming to consumers, as well as offering new outlets for advertisers to gain exposure via free services.

THE SOLUTION

Irdeto Broadband 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.

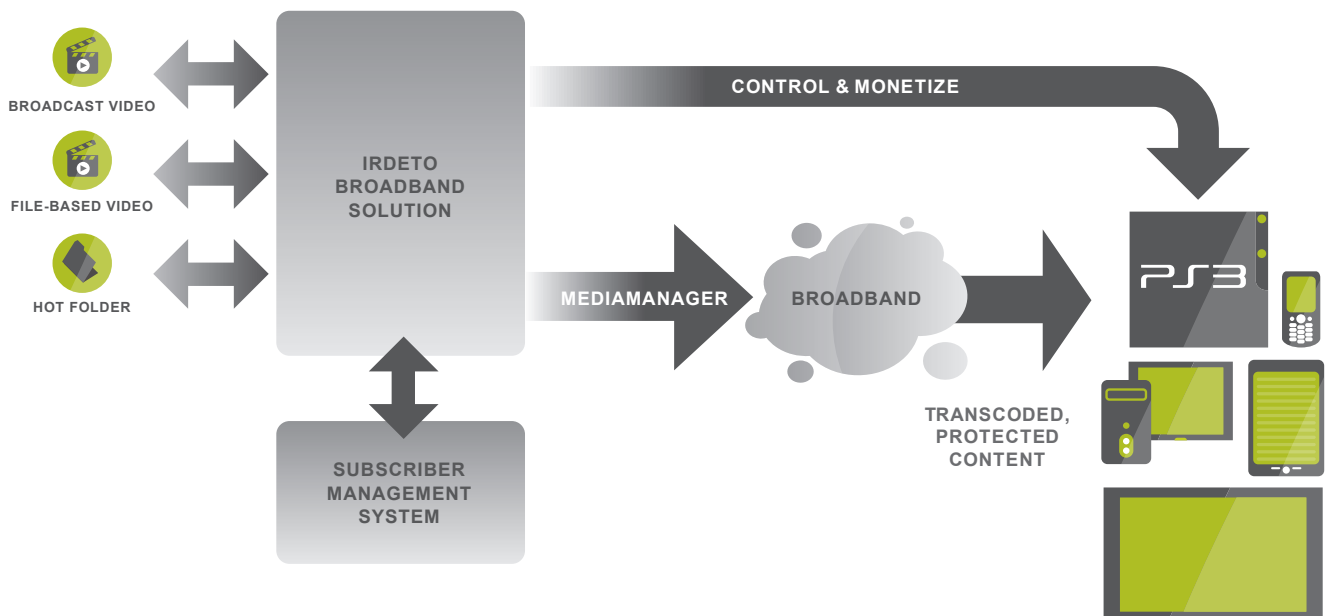
KEY FEATURES:

Irdeto Broadband 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 CONSISTS OF:

- **MEDIAMANAGER:** Content management infrastructure
- **CONTROL & MONETIZE:** Rights and user management technology
- **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



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

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