

IRDETO BROADBAND FOR OVER-THE-TOP (OTT) 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.

At the same time, consumers increasingly have access to high-speed, high-quality broadband connectivity in many markets around the world. This trend combined with the fact that more and more devices are network-enabled presents a tremendous opportunity for a new class of "over-the-top" content providers, such as Netflix and LOVEFiLM, who offer a huge content library over the Internet that is easy to enjoy on virtually any device at home or on the go.

The Irdeto Broadband for OTT solution is for content rights holders and aggregators who wish to offer premium long-form and short-form content, such as movies and TV episodes, over the Internet to consumers. Irdeto has helped OTT content providers build innovative, user-friendly and revenue-generating services using the solution to reach a wide range of audiences, including not only the Internet-savvy generation but also traditional broadcast-TV subscribers with limited Internet experience. A well-

designed service can become a primary content source for consumers both at home or on the go, replacing their broadcast pay-TV subscriptions in some cases.

KEY BENEFITS

- Create innovative services on a variety of broadband-connected devices, including:
 - Connected TV
 - IP set-top box
 - Hybrid set-top box, available via a pay-TV operator, OTT content provider or retail market
 - Mobile device, such as iPhone and smartphone
 - Tablet device, such as iPad
 - PC and Mac
 - Game console
 - Android devices
- Create a "Media Hub" to publish and secure premium content to broadband-connected consumers
- Easily and quickly set up and launch new services with the pre-integrated solution

CASE STUDY

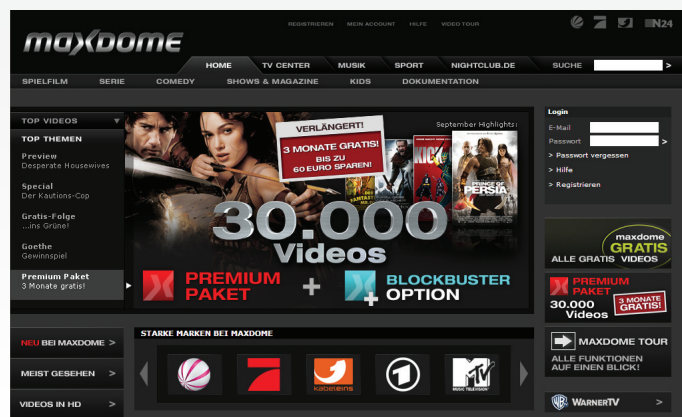


Maxdome, founded in 2006 and a joint venture between German broadcaster ProSiebenSat.1 Group and ISP Seven Senses GmbH, provides an online video service to consumers in Germany.

It offers a large video-on-demand content library with over 30,000 titles, including Hollywood movies, TV series, comedies, children programs, sports and other special interest shows that consumers can view for free, or purchase on a la carte digital rental or subscription basis. Consumers can stream content on a variety of broadband-connected devices, such as a connected TV, personal computer and IP-enabled set-top box. Maxdome even offers a hybrid set-top box in which consumers can insert a CI+ CAM from a pay-TV operator to watch broadcast TV while enjoying video on demand services from Maxdome.

Maxdome selected Irdeto as a solution provider to ensure that premium content is securely protected on broadband-connected devices. The Irdeto Broadband solution enables virtually all business models, including subscription-based, pay-per-view, ad-supported and pay-to-own,

allowing OTT content providers like Maxdome to experiment with different services and determine the best recipe for monetizing their content across multiple distribution methods. Maxdome's OTT service was launched in 2006 with the help of Irdeto and has been steadily growing and expanding to new platforms as well as content sources.



THE SOLUTION

Irdeto Broadband for OTT is a complete solution for content providers who wish to offer their content over the Internet – directly or through affiliates – to consumers. They can do this in either streaming formats or as a download option for broadband-connected devices.

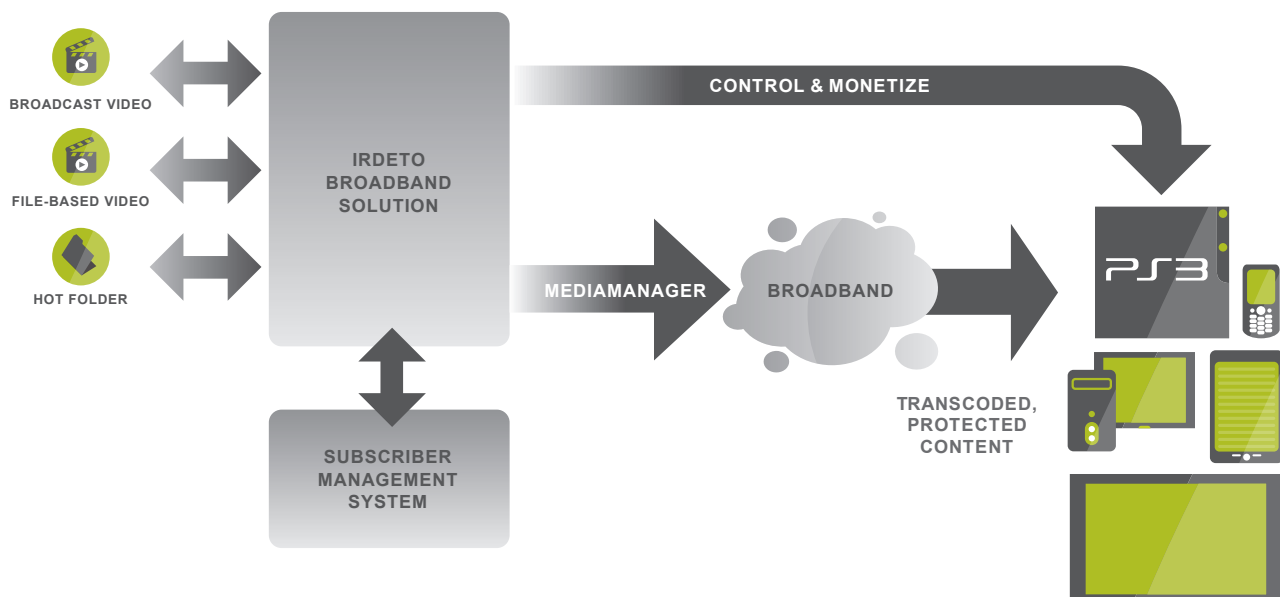
KEY FEATURES:

Irdeto Broadband for OTT gives content providers:

- 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 content provider'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

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 content provider 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 customer'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 and archives.
- Ad-break points may be marked and simple editing may be accomplished from within the Irdeto MediaManager product.
- Ingest metadata from other providers such as IMDB.
- Integrated transcoding of content to correct format for the target consumer device or platform.
- Automated reformatting of metadata to correct format for the target 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 customer'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. Where a customer does not already have an existing SMS, Irdeto's Monetize solution can be deployed to provide this functionality.
- 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 a content provider'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.

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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.