

Irdeto Home Networking Security

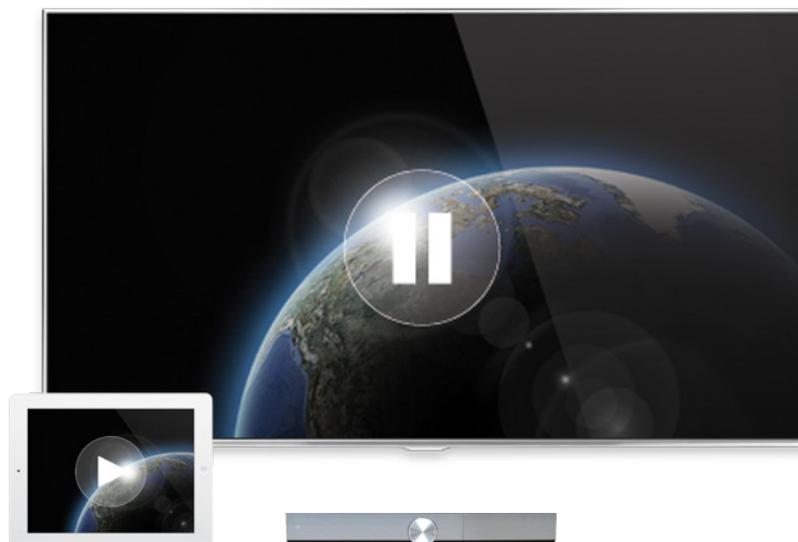
EXTEND YOUR TV SERVICES SECURELY AND SEAMLESSLY ACROSS ALL MANAGED AND UNMANAGED DEVICES
IN THE HOME

As screens – both mobile and fixed – proliferate around the home, one of the consistently most popular TV services for consumers is to be able to access their pay-TV packages on different screens and on their personal devices.

The Home Networking challenge has typically been not only to ensure secure delivery of content to different types of devices, but also to maintain the operator's brand experience coherently across a broad variety of screens and viewing models.

KEY BENEFITS

- Generate subscriber loyalty with a top rated TV service
- Maximize licensing agreements by distributing content throughout the home
- Ensure content is fully protected from the point it is received to all end devices
- Ensure seamless distribution to a broad range of the most popular consumer devices, including tablets, smartphones and PCs
- Centrally manage usage rights and service models directly at operator head-end



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EXTENDING TV SERVICES

In the not so distant past, the advent of Personal Video Recorders (PVRs) brought the flexibility and usability that ensured their resounding success among TV subscribers, leading to live and recorded content viewing on multiple TVs around the home. Similarly, operators now need to meet the challenges of evolving viewing habits on new types of screens. As the number of mobile devices per household explodes, so does the demand for subscribers to view their TV content on those screens. The challenges of extending premium content securely onto unmanaged devices are compounded by the fact that the range of devices is huge and constantly evolving.

The implementation of Multimedia Home Gateways (MHG) enables a whole-home viewing experience without the need for multiple set-top boxes. Content can easily be re-

“There is no question that one way or another, consumers are going to want access to their DVR content on multiscreen devices. This looks like an obvious next step and as soon as one operator does it in a market others will have to follow, given how compelling the concept is”

John Moulding, Videonet

distributed by the MHG to existing devices in the home, both managed and unmanaged. However, it requires a new level of protection to not only obtain the necessary content licenses for this method of viewing, but also to ensure that the application will not be hacked or the content pirated, leading to revenue loss and the tarnishing of an operator’s brand image.

CONTENT PROTECTION

Irdeto’s Home Networking Security protects content distributed throughout the home in order to offer additional ways for subscribers to access and view their favorite shows without substantial capital investment or significant increase in operational resources. Its recognized efficacy allows operators to leverage their existing content distribution rights to provide their subscribers with new flexible viewing options.

The assurance brought by Irdeto’s studio-grade renewable Conditional Access security (either smart cards or Cloaked CA cardless solution) can be seamlessly extended onto multiple devices within the home. Fundamental to this solution is the deployment of a Multimedia Home Gateway, which is a key element to supporting both multiple operator-managed CPEs and a broad range of end-user devices.



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The Multimedia Home Gateway acts as a central “hub” to securely distribute content to both operator-controlled Set-Top Boxes and PVRs and crucially, to the mobile devices that are increasingly found in subscriber homes. The Home Gateway can be of the “head-less” variety, in order to use networking technologies such as WiFi or MoCA. This allows the gateway to be placed in any location within the home in order to optimize reception and content re-distribution. A mechanism for proximity control is also integrated to ensure content is protected from unauthorized viewing outside the home environment.

the home, Irdeto Home Networking Security also supports “Sync & Go” or “Download & Go” options so that subscribers can enjoy their favorite shows on their tablet or mobile device while outside the home, for example during their daily commute.

DISTRIBUTION TO UNMANAGED DEVICES

There are two options for extending subscription content to unmanaged consumer devices with Irdeto Home Networking Security, and the choice of which will depend on the operator requirements.

ACCESSING MANAGED DEVICES

Leveraging a powerful gateway to distribute content to secondary TVs around the home presents a clear advantage for operators as they can avoid the costly multiplication of multiple set-tops for simpler “thin client” CPEs.

Link Protection

The first option is to deploy an elegantly simple link protection mechanism which leverages exclusive Irdeto technologies, Secure Key Exchange (SKE) and ActiveCloak for seamless streaming to iOS and Android devices. By avoiding commercial DRM licenses, this is a cost-effective yet highly secure solution, which will not

“Connected devices do not replace set-top boxes; they minimize the number that you need. There is a single piece of CPE (Customer Premises Equipment) that you put into the home and that will form part of a larger strategy alongside OTT apps to provide a unified and consistent Pay TV experience inside and outside the home”

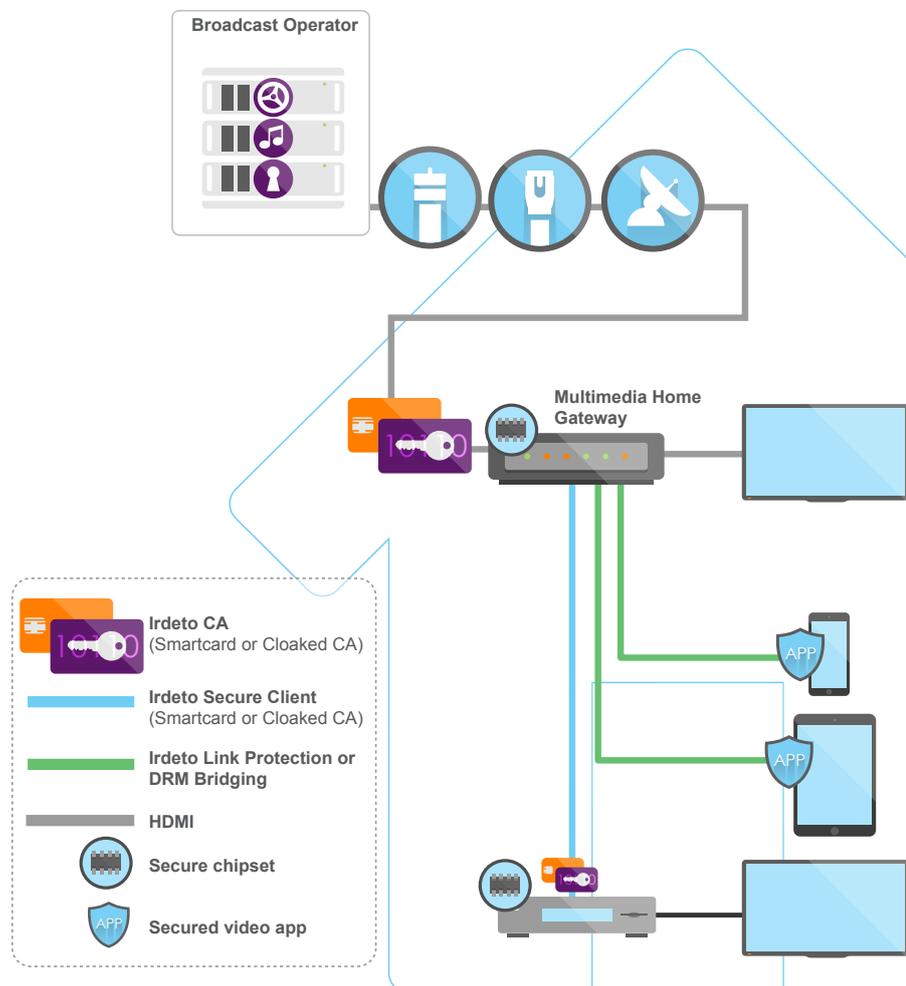
Daniel Simmons, Principle Analyst, TV Technology at HIS

VARIED SERVICE MODELS

Irdeto’s Home Networking Security supports multiple different service models. Both live and recorded content can be streamed seamlessly from the Multimedia Home Gateway to any other device or STB in the home. Transactional and Push-VOD are also enabled, the latter proving particularly attractive for satellite operations as it does not require a return path.

Download & Go Options

In addition to being able to watch both live and recorded content around



require significant upgrade of head-end equipment or components.

DRM Bridging

The second option involves using Irdeto Rights with PlayReady DRM technology to protect streams to a broad range of consumer devices, including PCs, smart TVs and game consoles.

EASILY INTEGRATED

All implementation options for Irdeto Home Networking Security - whether for managed or unmanaged devices - are fully integrated with the corresponding Irdeto Rights or CA solutions, whether smartcard-based or Cloaked CA. On the head-end side,

the CA and Rights components are seamlessly combined through Irdeto's Integrated Management System, allowing the operator to centrally manage all viewing rules and service models that are made available to their subscribers, including for download and on-device content storage rights. This IMS single management interface greatly simplifies the operation of a home networking solution combining Irdeto CA and Rights.

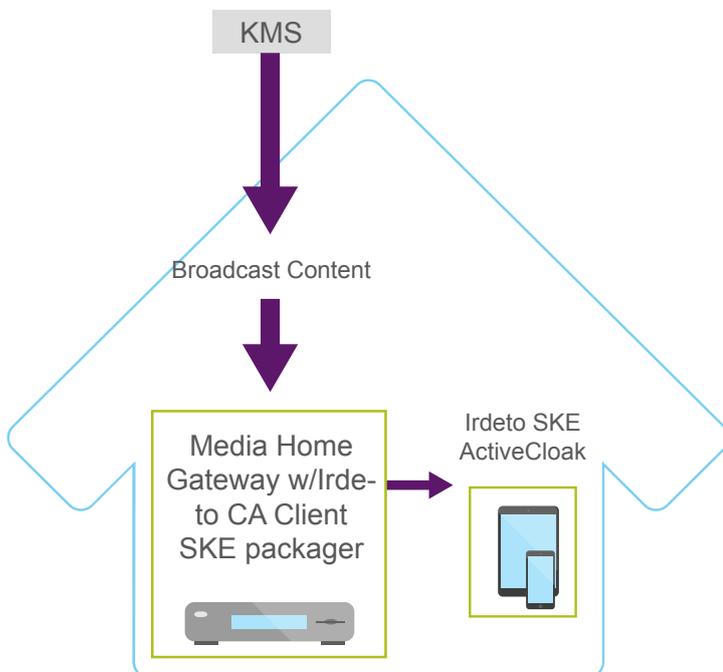
For additional information on Irdeto Rights, Conditional Access and Integrated Management System please refer to collateral available on our website www.irdeto.com

"As the value of premium video becomes more important to both consumers and service providers who want to display this content on multiple "smart devices" in current and future digital homes, so too the CAS/DRM technology must become more robust as content is handed off from one device to another. Irdeto's ActiveCloak is a solution addressing these heightened security issues that have and will prevail as multi-display of premium video becomes the norm in our digital homes"

Gary Schultz, President and founder Multimedia Research Group

With link protection

- ✓ Simple to implement, no DRM head-end
- ✓ Economical with Irdeto SKE vs. licensed DRMs



With PlayReady DRM bridge

- ✓ Full device policy and business rules
- ✓ More device support (PlayReady-enabled)

