



Protect. Renew. Empower.

CASE STUDY

An APAC-based streaming service

Boosted content security and maximized revenue streams with Irdeto Multi-DRM

The client

An APAC-based streaming service with an extensive content library, from sports to entertainment and news, with over 3 million subscribers. They deliver a prime viewing experience across multiple devices and platforms.

The numbers

6 years
on the market

3 mil
subscribers

\$19.1 mil
estimated annual revenue

The challenge

The client struggled with their existing concurrency mechanism, causing widespread piracy, revenue leaks and high costs from unchecked content distribution.

The solution

Irdeto's DRM-based Concurrent Stream Management (CSM) with regular license renewals, account limitations and device-specific restrictions.

The result

A 99% reduction in service abuse such as piracy and credential sharing and a significant revenue increase due to upselling opportunities.

The challenge

The client's existing concurrency mechanism was dependent on player logic, making it easy for pirates to bypass security and access premium content through different players.

As a result, they experienced widespread piracy, revenue leaks and unpredictable costs from their unchecked content distribution. They needed a reliable and robust solution, fast.

The solution

To counteract service abuse, the client employed Irdeto's Digital Rights Management (DRM)-based CSM and its "heartbeats" technology. Regular license renewals guaranteed only legitimate users could access their service.

The client set a rule for a maximum of two concurrent streams per account, with premium plans offering up to four. Further customizations included device-specific restrictions, such as a mobile-only tier and regional controls.

The result

Irdeto's CSM solution led to a 99% reduction in service abuse, vastly reducing piracy, credential sharing and their revenue leakage. With it, the client now has superb control over their content, protecting their intellectual property and providing a reliable viewing experience for their legitimate subscribers.

The introduction of tiered services and upselling opportunities led to a 15% increase in additional revenue, which in turn allowed the client to attract a broader range of customers and adapt to user preferences.

With our DRM-based "heartbeat" technology, they also effectively blocked over 1 million unauthorized streaming attempts daily, while supporting 320k active concurrent streams during peak times.



Thanks to Irdeto, we've locked down our content and found new ways to boost our earnings.

Business Development Manager



DRM-based "heartbeat" technology for real-time content protection.



Business rules limiting concurrent streams and maximizing monetization.



Device and regional-specific content restrictions.

Reach out to us today to discuss potential solutions to your own challenges!