



Protect. Renew. Empower.

CASE STUDY

A leading media and entertainment company

Reduced credential sharing and brought new revenue with Irdeto Multi-DRM

The client

A leading media and entertainment company, operating a variety of paid channels through its continent of application, currently with 21.7 million subscribers and over 4.5 million monthly active users.

The numbers

29 years
on the market

21.7 mil
subscribers

4.5 mil
active users

The challenge

The client was struggling with pirates abusing their service beyond its limits through credential sharing.

The solution

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

The result

By setting limitations on the number of streams, the client saw an increase in subscriber numbers and upselling opportunities, contributing to additional revenue.

The challenge

As a leading entertainment provider, the client has been facing revenue loss due to credential sharing. To prevent further losses, the client applied a concurrent stream management solution. Unfortunately, their legacy concurrency enforcement solution – a polling-based system – was not robust enough to prevent piracy from reoccurring. Pirates found that they could abuse the service beyond its limits, bypassing the polling mechanism and accessing the content.

Additionally, subscribers were sharing credentials, contributing to shortfalls in their expected revenue generation and putting their ability to create premium content in jeopardy. As a result, the client went looking for a solution that would address both these challenges.

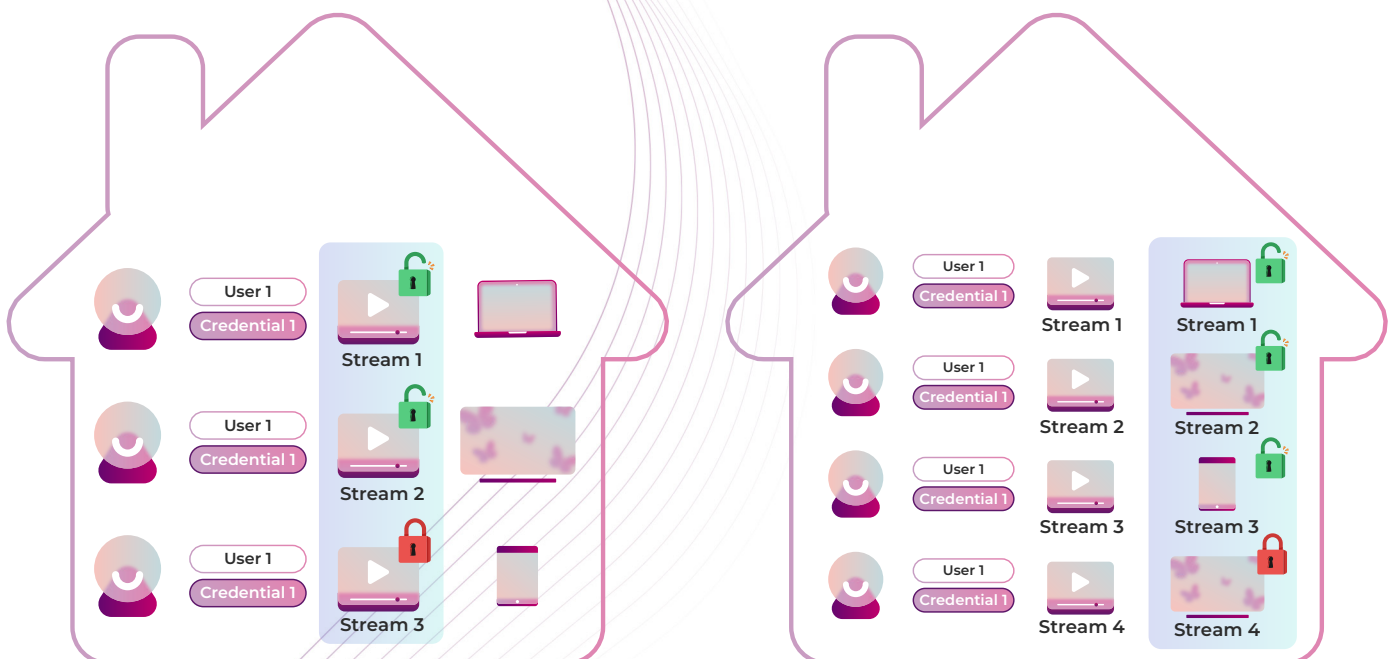
The solution

Cue Irdeto, the world leader in digital platform cybersecurity. To help out with their situation, Irdeto offered an innovative CSM solution that leverages digital rights management based “heartbeats” to address credential sharing as well as illegal streaming. Given that Irdeto’s CSM renews licenses every 60 seconds, it makes it a secure concurrency mechanism, preventing service abuse.

To help deal with the problem, Irdeto implemented regional restrictions and a rule that would only allow one stream per user at a time. Additional streams, up to four (per user), were then offered as mobile-only up-sale options, creating additional monetization opportunities.

Subscriber account

Device category



The result

As a result of implementing Irdeto's CSM solution, the client has seen credential sharing reduced significantly, with 99% of attempts being prevented. Currently, with over 850,000 active concurrent streams served, an additional million daily streams have been denied, significantly reducing the attack surface of their platform.

With the limitation of streams set to four, there has also been an increase in subscriber numbers and an upsell in opportunities contributing to a 12% average in additional revenue.



Our success is a testament to Irdeto's expertise and capabilities.

Business Development Manager



99% of credential sharing prevented



12% average additional revenue



Number of streams limited per credential set



Number of streams limited by device

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