

The background of the page features a blurred image of a television set on a wooden stand. The TV screen shows a scene from a movie with two characters in a desert environment, one wearing goggles and holding a knife. The overall image is semi-transparent and serves as a background for the text.

Irdeto Field Provisioning for connected set-top boxes

Streamed content presents many opportunities for pay-TV operators. They can provide a better customer experience by aggregating third-party services like Netflix, Disney+, etc., or by offering same-day/early-release movies on demand in UltraHD. But security requirements make it challenging to roll-out these attractive services.

OTT video service providers and content owners may deem the security level of the pay-TV operator's current set-top boxes (STB) insufficient and allow distribution of their service or content only to new STBs sporting the latest security technology. Loyal subscribers of the pay-TV operator will be disgruntled if not offered the same services as new ones or if they are required to upgrade to more expensive next-gen STBs.

Pay-TV operators are then faced with costly and disruptive STB swaps. Or pay-TV operators may face delays until all DRM security requirements are met prior to STB manufacturing. In either case, subscribers may choose for other providers or solutions to access the services they want.



WHY SHOULD PAY-TV OPERATORS USE IT?

1. To fast-track the launch of new streaming services on existing STBs

New OTT premium services and their credentials can be rapidly rolled-out to the subscriber base, including those with older connected STBs (e.g., hybrid STBs or managed streaming devices).

2. De-couple device certification from the manufacturing of STBs

DRM key provisioning can be postponed until STBs are activated in the field instead of having to delay manufacturing (and the market launch) because the certification process has not completed.

3. To expedite rights negotiations for premium content (e.g., Ultra HD, live sports)

Eliminate unnecessary certification delays in securing rights by using a well-known solution, already trusted by major studios and sports rights owners.

4. Content owners/premium services require evidence that security is renewable

Renewability of the entire DRM stack on all new boxes is an emerging content protection requirement in the video OTT (and hybrid) space.



WHAT IS IT?

Irdeto Field Provisioning is a cloud-based service for updating/adding DRM keys and other security credentials (e.g., PKI certificates, access tokens, passwords, SSH keys, etc.) into connected STBs already in the field. It leverages any existing hardware root-of-trust to securely integrate new DRM keys in the STB stack as required by premium streaming service providers and to remain in compliance with the latest specifications for high-value and UltraHD content (e.g., MovieLabs ECP). Irdeto Field Provisioning generates and packages individualized keys for each STB in real-time, maintaining security in transit and on the STB.





WHAT ARE THE BENEFITS?

- Future-proofs installed STBs by retrofitting new security credentials over the Internet.
- Empowers pay-TV operators to provide its existing subscribers with the similar high-quality content offer (e.g., premium content and OTT services) offered on next-gen STBs without the need of a costly STB swap.
- Supports pan-regional pay-TV operators' STB supply chain management strategy to reduce the number of STB models as market-specific credentials can be installed/modified upon (and after) activation.
- Enables pay-TV subscribers to access their premium OTT services via the pay-TV operator's STB instead of via a retail streaming device or a smart TV.
- Limit cyberattacks with unclonable authentication and deters piracy by preventing STB spoofing.
- Highly scalable, able to support millions of STBs.



WHO IS USING IT?

Irdeto Field Provisioning has security approval for protecting high value content from Hollywood studios and premium OTT services. Irdeto has already field-provisioned more than 15 million STBs for Tier One operators in North America with the credentials of leading DRMs (e.g., Widevine, PlayReady) and premium OTT video services (e.g., Netflix).

Irdeto is the world leader in digital platform cybersecurity, empowering businesses to innovate for a secure, connected future. Building on over 50 years of expertise in security, Irdeto's services and solutions protect revenue, enable growth and fight cybercrime in video entertainment, video games, and connected industries including transport, health and infrastructure. With teams around the world, Irdeto's greatest asset is its people and diversity is celebrated through an inclusive workplace, where everyone has an equal opportunity to drive innovation and support Irdeto's success. Irdeto is the preferred security partner to empower a secure world where people can connect with confidence.