

# ITVX:

## PERFORMANCE UNDER PRESSURE

Scaling to meet record demand with  
zero DRM-related disruption

BUILT FOR SCALE

# 945M

DRM licenses served  
across the tournament

MORE VIEWERS  
TUNING IN AT THE  
SAME TIME

# +38%

peak concurrency  
compared with  
Euro 2024

NO DRM  
DISRUPTION  
THROUGHOUT THE  
TOURNAMENT

# ZERO

DRM-related  
disruption throughout  
the tournament

With Irdeto's support, ITVX handled increased  
demand without DRM-related disruption.

LEARN MORE ABOUT IRDETO'S DRM SOLUTIONS

# irdeto

Protect. Renew. Empower.

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