irdeta

Irdeto Armor for Android TV

The fastest, most flexible and secure way to deploy Android TV set-top box

Many operators have struggled against increased competition from both broadcast and OTT service providers in recent years because of the constraints of proprietary middleware on set-top boxes (STB). While they have complete control on these traditional middleware platforms, operators often find it very costly and slow to implement new features or apps to address changing market demands.

Android TV provides a platform with many built-in features and free access to the Google Play Store to operators. New operators can use Android TV to build a premium IP or broadcast hybrid STB comparable to one that took a large operator years to build. Also, Google is behind Android TV, putting a tremendous amount of resources into its continuous development in addition to the work from the AOSP open source community.

BENEFITS OF ANDROID TV

Future proof the STB
- Thousands of apps in the Google Play Store to satisfy consumer demands
- Google's policy for set-top manufacturers to keep up with software releases, improving security and constantly reducing the attack surface for Android TV

Speed up time to market
- Launch a set-top box with advanced features in months, not years
- Expand business beyond media
- Home security, IoT, VR, augmented reality gaming and more

Offer a great user experience easily
- Consistent across devices, customized without years of work

Improve cost efficiencies
- Lower operating costs
- Lower development costs with abundant mobile app development expertise in the market

IRDETO, SECURING ANDROID TV TO PROTECT OPERATORS' INVESTMENT

Open doesn't necessarily mean insecure. Google has taken measures to secure the platform, but the operator needs to do more. At Irdeto, we are focused on helping operators close the security gaps to reap the benefits of Android TV without risking the security of their devices, services and data.

Irdeto is a Google GTVS licensee for Android TV. We have worked closely with Google for many years, collaborating on technology development as well as business opportunities. This relationship, along with Irdeto's "early access" pre-release software agreement with Google, enables Irdeto customers to gain access to new innovations earlier. It speeds up an operators' platform and service launch, and provides them with valuable insights into the best practices on Android TV.

Irdeto offers the most flexible and secure way for operators to deploy a hybrid Android TV set-top box ready for Ultra HD (UHD) content. We have pre-integrated with the leading chipset, set-top box and user experience (UX) solution providers to complete the foundation work required for building an Android TV set-top box.

BENEFITS OF IRDETO ARMOR FOR ANDROID TV

Reduced risk with proven solutions and expertise

Irdeto Armor provides a pre-integrated DVB stack that works in combination with Irdeto conditional access and watermarking solutions to protect premium content like 4K UHD. The solution also offers security services to help operators combat a variety of threats on open platforms, including Kodi-based piracy and potential attacks from malicious apps or unauthorized software. For introducing OTT apps into the app store, operators can leverage Irdeto's highly scalable and reliable OTT security solution to manage multiple DRMs and business policies to achieve the widest customer reach.
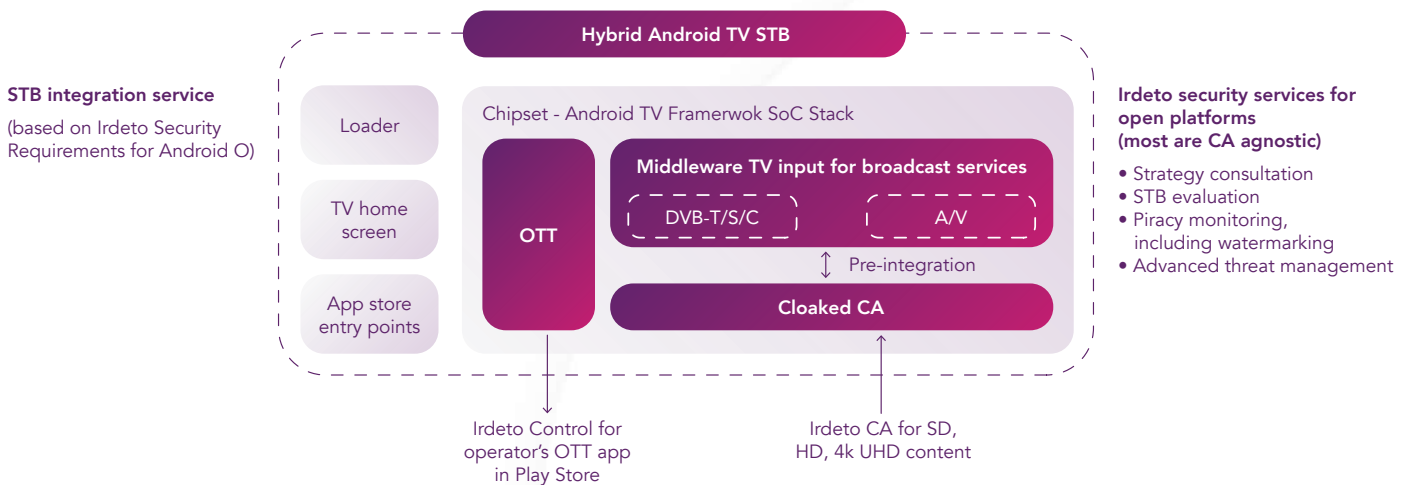
Massive cost savings

With Irdeto Armor, operators not only save on development costs by using features freely included Android TV, but also on integration efforts as the solution is pre-integrated, ready-to-certify with a variety of chipsets, set-top boxes and user experience products.

Fastest time to market

While launching an OTT box on Android TV may take as little as three months, deploying a hybrid box can take 12 months or more without pre-integration. Irdeto Armor for Android TV can slash at least three to six months from the launch time for hybrid set-top boxes.

Choice of STB partners

With Irdeto's pre-integrated chipset support, operators can choose their preferred Google-licensed STB partner. It helps operators break vendor lock-in and maximize the benefits on the open platform.

Hybrid Android TV STB

STB integration service

(based on Irdeto Security Requirements for Android O)

Loader

TV home screen

App store entry points

Chipset - Android TV Framerwok SoC Stack

OTT

Middleware TV input for broadcast services

DVB-T/S/C

A/V

↕ Pre-integration

Cloaked CA

Irdeto security services for open platforms
(most are CA agnostic)

- Strategy consultation
- STB evaluation
- Piracy monitoring, including watermarking
- Advanced threat management

Irdeto Control for operator's OTT app in Play Store

Irdeto CA for SD, HD, 4k UHD content

KEY FUNCTIONALITIES

- TV input for broadcast service
- DVB S/S2/T2/C support
- Irdeto Security Requirements for Android O
- SoC reference with a variety of chipset vendors
- OEM reference platform
- Conditional access APIs for Android
- Pre-integration with Irdeto Cloaked CA and Irdeto Flexicore Processor (IFCP)
- Integration guide
- Irdeto Live TV app
- Pre-integration with third-party user experience solutions
- Security services on open platforms, such as app and usage monitoring for content piracy

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.