

SOLUTION OVERVIEW

Irdeto Experience for Android TV

The fastest, most flexible and secure way to deploy managed Android TV devices – the agile, ready-to-go super-aggregation platform powering new revenue models

In recent years, operators have faced intensifying competition from traditional broadcast, Over-The-Top (OTT) and direct-to-consumer services. Streaming returns are declining, and the pressure to adapt and update quickly is mounting. Legacy Set-Top Box (STB) platforms built on proprietary middleware have struggled to keep pace – making it costly and time-consuming to roll out new features or integrate apps that meet evolving market demands. While these platforms offer full control, they can no longer keep pace with changing consumer expectations.

Android TV offers a powerful alternative – a proven platform that provides operators with a rich set of built-in capabilities and free access to the Google Play Store and other Google services like search.

New entrants can launch premium connected or hybrid STBs that rival solutions developed over many years by traditional providers. Backed by Google and continuously enhanced by the Android Open-Source Project (AOSP) community, Android TV benefits from sustained innovation, quality assurance and a well-defined technology roadmap.



BENEFITS OF ANDROID TV



Future-proofing the STB

- Community-driven open-source platform ensures rapid support for all trending technologies and a clear roadmap.
- Trusted by premium app vendors due to pre-certification that ensures quality and security assurance and the absence of fragmentation.
- With thousands of apps available on the Google Play Store, consumers can easily access trending content and services without needing to look elsewhere.
- Google's policy to collaborate with STB manufacturers maintains up-to-date software releases, improves security and continuously reduces the attack surface through certification – keeping Android TV aligned with content needs and requirements.



Speed up time to market

- Launch STBs with advanced features in months, not years.
- Expand business beyond media, into areas like home automation, the internet of things, virtual reality, augmented reality, gaming and more by leveraging the open-source community.



Deliver a great UX

- It comes with a complete built-in User Experience (UX) that allows instant access to all features.
- In addition, Google Operator Tier for Android TV means that operators can fully customize the UX to reflect their branding and feature requirements.
- Consistent experience across operator devices, without extensive development time.
- Powerful access to free Google services such as voice, search and apps.



Improve cost efficiencies

- Lower your operating costs by up to 30% in total cost of ownership versus proprietary middleware.
- Reduced development costs, supported and accelerated by leveraging experience from the leading mobile app development ecosystem in the market.

IRDETO EXPERIENCE POWERED BY ANDROID TV: PROTECTING AND MAXIMIZING OPERATORS' INVESTMENT

Android TV, built on the AOSP, provides operators with a secure and flexible super aggregation platform baseline. With Google Operator Tier, it is possible for operators to enhance functionality and to manage a fully branded UX. While Android TV provides strong security foundations for the platform, operators remain responsible for implementing additional measures to fully secure their operational services, meet content rights requirements and ensure operational resilience.

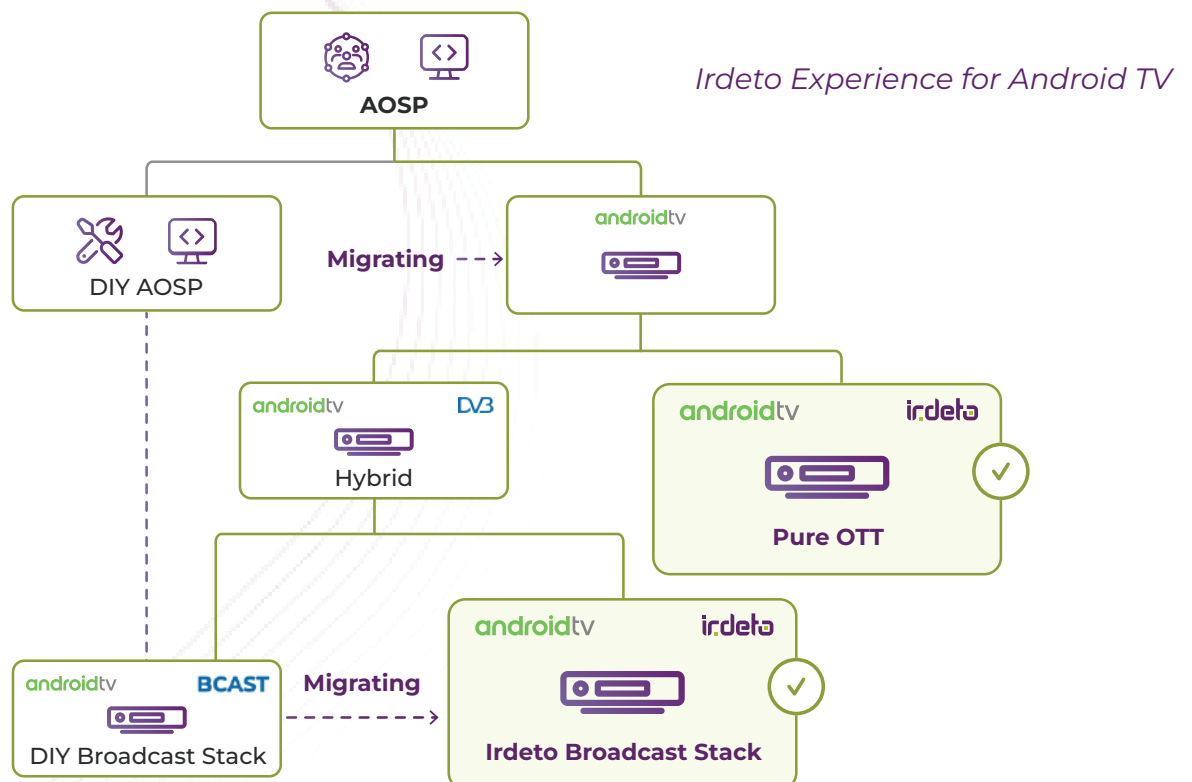
Irdeeto supports operators with a comprehensive suite of operational protection solutions, such as forensic watermarking, app control and anti-piracy services. These capabilities help operators protect their devices, services and data – while maintaining compliance with premium content requirements.

As a licensed partner for Google TV Services (GTVS), Irdeto works closely with Google on both product and business development.

Through our early-access agreement, Irdeto provides operators with a head start on upcoming Android TV features, helping reduce time to market, share valuable insights and enabling adoption of best practices.

Irdeto offers the most flexible and secure solution for launching managed streaming and hybrid Android TV STBs, fully ready for Ultra HD (UHD) content. With pre-integration of Irdeto Armor security and Irdeto Experience solutions across leading chipset vendors, STB manufacturers and UX providers, operators can deploy faster and with confidence.

Our solution helps operators achieve their key goals – driving monetization, delivering a unified and user-centric experience and improving operational efficiency. These capabilities fully align with the core pillars of Irdeto Experience, making our solution ideal for super-aggregation strategies.



BENEFITS OF IRDETO EXPERIENCE POWERED BY ANDROID TV



Reduced risk with proven solutions and expertise

Irdeto Experience enables operators to launch secure and flexible Android TV deployments, with built-in support for various content monetization models including protection for premium content such as 4K UHD. The solution includes a customizable launcher that allows operators to deliver branded and consistent UX across devices. This core component plays a critical role in enabling a seamless, consumer-centric experience while supporting rapid time-to-market. This UX plays a key role in the ability to pre-validate solutions.

Operators introducing OTT streaming apps into the Android TV environment can rely on Irdeto Control. This scalable multi-DRM and policy management solution supports diverse business models while ensuring compliance with content rights requirements across a wide range of devices.

In combination with Irdeto's broader suite of security services – including app protection, watermarking and anti-piracy solutions – operators can effectively secure both third-party and in-house OTT applications. These capabilities help prevent unauthorized use and address potential vulnerabilities introduced by malicious or unauthorized applications.

Irdeto Digital Video Broadcast (DVB) stack and Irdeto Middleware for one-way broadcast is an optional component, designed to support hybrid broadcast-IP deployments where needed. It integrates seamlessly with Irdeto Conditional Access (CA) and forensic watermarking to safeguard both live and on-demand content across all delivery types. Meanwhile, the customizable launcher remains a key element in delivering branded, user-focused experiences across Android TV devices. Together, these components give operators the flexibility to tailor their deployments to specific market requirements and explore innovative business models beyond traditional media offerings.



Massive cost savings

With Irdeto Experience, operators not only save on development costs by using features freely included with Android TV, but also on security and solution integration efforts based on pre-integrated, ready-to-certify feature set across a variety of chipsets, STBs and UX products.



Fastest time to market

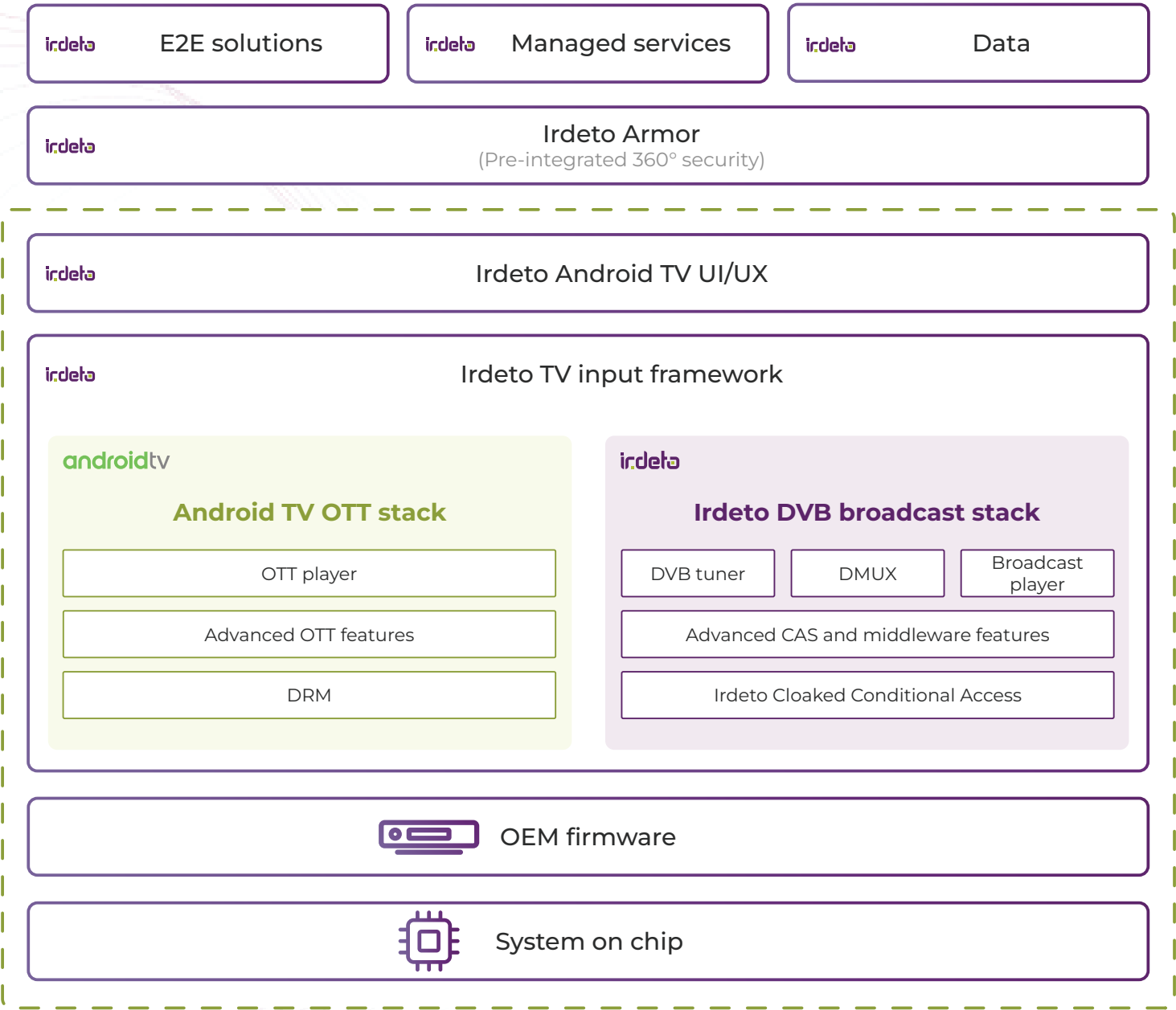
While launching an OTT box on Android TV may take as little as three months, deploying a customized launcher or hybrid box can take 12 months or more without pre-integration of end-to-end security, solutions and metadata. Irdeto Experience for Android TV can slash at least three to six months from the launch time for managed pure OTT and hybrid STBs.



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.

Irdeto android tv hybrid stack



KEY FUNCTIONALITIES

- Pre-validated operator tier launcher UX design and experience management
- Support for addressable advertising
- Irdeto security requirements for Android TV follow an OTT-first approach, fully aligned with Android TV's security framework and operational requirements
- Optional DVB stack (TV input framework) and Irdeto Middleware are available to support advanced one-way broadcast services, including DVB S/S2/T2/C support
- Support for Android TV CA APIs in hybrid deployments, including pre-integration with Irdeto Cloaked CA and Irdeto FlexiCore Processor to secure premium broadcast content
- Reference platform with pre-integration and validation across a variety of chipset and original equipment manufacturer vendors
- Pre-integration with third-party UX solutions
- Security services for operational piracy management
- Pre-integration with the Irdeto Experience Data and Analytics solutions including:
 - App control – operational management of malware and piracy threats from open store
 - Insights – field data on user engagement and quality of service to support data-driven optimization of platform performance
 - Remote device management – radically reducing support costs

**Discover how Irdeto Experience can transform your video platform.
Let's build the future of your platform together.**

[Contact Irdeto](#)



Protect. Renew. Empower.

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 transport. 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.