

A photograph of a family of four (a man, a woman, and two children) sitting on a couch in a living room, watching television. They are all smiling and appear to be enjoying the content. The room has a window with a view of a building and some indoor plants.

Irdeto RDK Video Accelerator

Super aggregator solutions

Combine the benefits of pay-TV and OTT in a single hybrid set-top box platform, optimized for monetization strategies

Content availability is exploding, the number of “premium apps” in the market keeps growing (e.g., Netflix, Disney +, HBO Max) and viewers’ appetite for engaging entertainment seems to never end. It doesn’t matter if it is Hollywood’s latest productions, the most popular live sports events, the latest season of the hottest series, or a local niche content creator who suddenly went viral, if that is what your viewers crave, then you must offer it to them.

By blending broadcast and OTT (over-the-top) services under a unified managed video platform, pay-TV operators strengthen their position in the video entertainment arena and expand their growth opportunities beyond video in areas such as IoT and gaming.

It seems like an easy task, but offering such an attractive service requires combining, maintaining, and securing a complex ecosystem of media and technology partners in an industry that is in constant evolution. If not performed properly, the outcome can be disastrous for your business.

Fortunately, the pay-TV industry nowadays can leverage platforms such as RDK-VA and Android TV to lift the heavy weight of developing and maintaining the OTT stack letting you focus on revenue generation strategies. However, it is still crucial for operators to make sure the broadcast stack is optimized to enable a secure and future-proof operation to empower your business growth.

Irdeto RDK Video Accelerator offers you a revolutionary certifiable process to fast-track the deployment of your next-generation RDK Hybrid set-top box (STB) by leveraging reusable solutions. It reduces your total cost of ownership (TCO), speeds up your time to market (TTM), and removes ecosystem fragmentation while empowering you to access premium content (e.g., movies, sports, and series), seamlessly integrate with premium apps, and deploy revenue generation functionalities to keep enriching your subscribers’ experience.



STAND OUT WITH THESE VALUE-BASED DIFFERENTIATORS

TOP 5 VALUE-BASED DIFFERENTIATORS

Based on more than 50 years of experience enabling media companies' success globally, Irdeto has captured the top 5 factors that super aggregators prioritize to differentiate from the competition.



Content

Content is at the forefront of what makes a video service successful, and therefore ensuring that your service offers the content your subscribers want is essential. Irdeto solutions empower your video platform to meet the security and quality requirements to access the content from premium studios, premium sports, and premium apps.

UX/UI

Super aggregation in pay-TV is rapidly gaining traction as it goes far beyond traditional bundling to deliver value-added benefits for viewers. Irdeto solutions enhance your video platform to offer your subscribers personalized recommendations, search and discovery, and simplified transactions across services, all under a branded and enriched user experience.

Actionable Insights

The key word here is "actionable." It is not a secret that data and insights have become crucial for business growth. Irdeto solutions allow you to leverage data and analytics across platforms using consumer insights such as app usage and piracy trends to help advise your content acquisition strategies, marketing campaigns, business model innovations, and features development that address the specific needs of your audience.

Monetization

In an industry where change is the only constant, service providers must be capable of introducing attractive new offerings quickly and securely. Irdeto solutions support all monetization models (e.g., SVOD, TVOD, AVOD, FAST, etc.). By offering a variety of payment models that meet the needs of diverse target audiences, service providers increase their reach and untap new consumer segments.

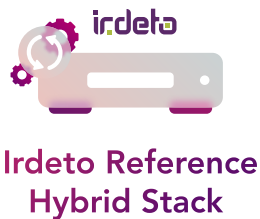
Quality of Service (QoS)

QoS in video delivery comprises the whole experience for the subscriber, including service reliability, availability, resilience, STB performance, and response. Complemented with 24/7 service and support, Irdeto solutions allow you to tackle issues remotely and in real-time. They provide detailed service diagnostics and reporting that enable the operations of your platform to be continuously optimized.

A GROUNDBREAKING REUSABLE APPROACH FOR YOUR STB

PLATFORM REUSABILITY AND SCALABILITY FOR SUPER AGGREGATORS

While **reusability** of resources and technology may not always be feasible or achievable, when properly designed and implemented, it has been shown to transform entire industries. With Irdeto's innovative certifiable and reusable approach, deploying a hybrid* video platform becomes more efficient, enabling significant reductions in TCO, TTM, and effort. This allows you to shift your focus towards growth strategies and scaling your business.



- Pre-integrated STB Security: CAS & Middleware
- 360 Security Solutions
- Solution Architecture
- Performance/ Risk mitigation
- Certifications/ Qualifications
- Support and Maintenance

- Multiple OTT Stacks**
 - RDK androidtv
- Multiple STBs**
 - SKYWORTH COMMSCOPE INNOPIA
- Multiple SoCs**
 - @mlogic BROADCOM REALTEK
- Multiple Players**
 - iFeelSmart 3SCREENSOLUTIONS accedo TIVO
- Multiple Premium Apps**
 - NETFLIX Disney+ YouTube
- Multiple App Stores**
 - metrological FOXSUM Google Play
- Multiple Customers**
 - TATA PLAY airtel ors true visions

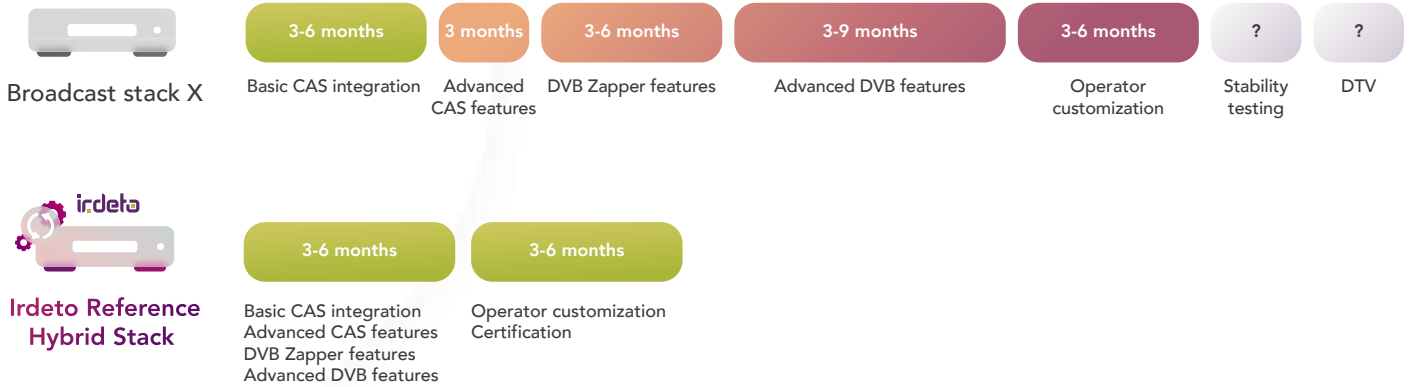
Note: All logos are listed as reference, contact us to learn more about our partnerships and collaborations

Irdeto Reference Hybrid Stack pre-integrates Irdeto solutions with the leading chip manufacturers and OEM partners. Irdeto is the only company in the market that has the capability to offer **real choice and flexibility** for pay-TV operators allowing them to expand on different platforms (RDK-VA, Android TV, and beyond), support legacy boxes, secure QoS, and guarantee business continuity.

Quick, efficient, and secure. With this reusable approach, Irdeto helps you build, launch, and manage your next-generation STB-based video platform quickly, efficiently, and securely. This approach reduces cost, fragmentation, and time to market by deploying a pre-integrated, pre-tested, and pre-certified hybrid* video platform.

*pure OTT STB's are also supported

Reduce TCO, TTM and Fragmentation



With Irdeto's groundbreaking reusable approach, you can fast-track your deployment and securely leverage the investment and innovation of open-source platforms. Offer your viewers the best of both worlds (OTT and broadcast pay-TV) and differentiate with premium content and premium apps under a unified user experience.



**pure OTT STB's are also supported*



IRDETO SUPER AGGREGATOR SOLUTIONS

FAST TRACK YOUR BUSINESS SUCCESS IN THE SUPER AGGREGATOR ERA

Implement security and quality certification:

Design, deploy and enhance your hybrid* video platform meeting all security and quality requirements to access premium content and premium apps.

Reduce fragmentation:

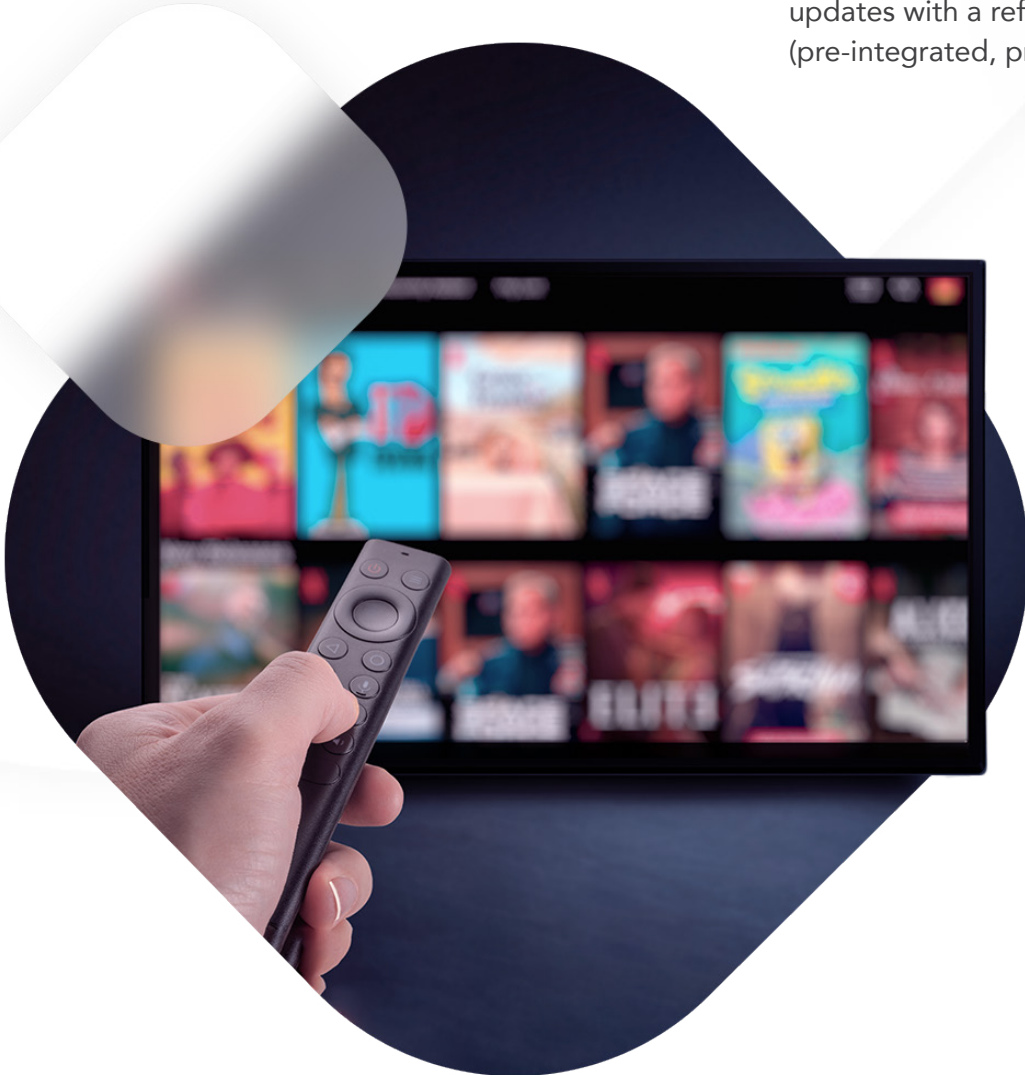
Reduce ecosystem fragmentation, complexity, and risks by following clear design and implementation guidelines with Irdeto's state-of-the-art reference solution architecture based on 50+ years of experience.

Reduce Total Costs of Ownership (TCO):

Leverage the investment and innovation of an open-source platform while maximizing the reusability and scalability of both the broadcast and OTT sides of your video platform. Extend the lifespan of your investment assuring continuous optimization and business growth opportunities.

Reduce Time To Market (TTM):

No need to build things from scratch. Integrating, testing and certifying elements separately is also part of the past. Fast track your hybrid* video platform deployment and ensure to support future updates with a reference reusable platform (pre-integrated, pre-tested, and pre-certified).



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IRDETO RDK VIDEO ACCELERATOR

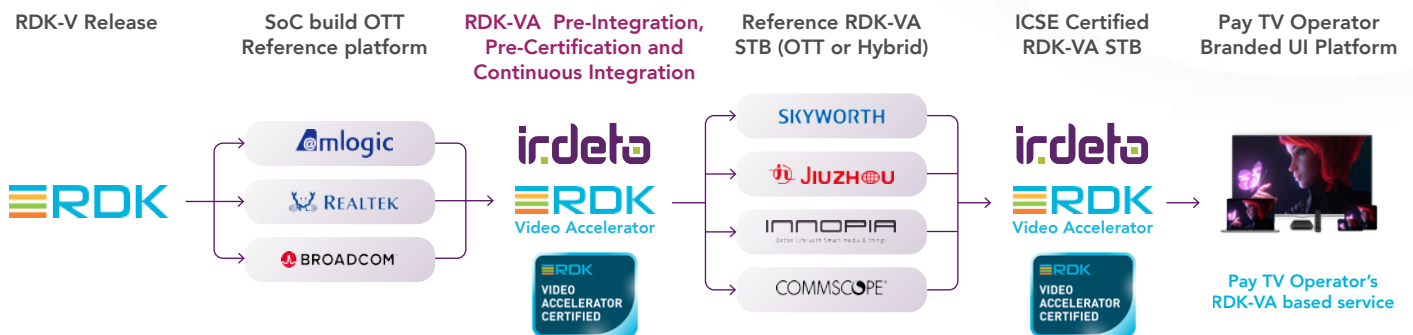
Irdeto RDK Video Accelerator offers you the most effective solution to deploy, manage, and/or enhance your hybrid* RDK STB video platform by leveraging our reusable and certifiable **Irdeto Reference Hybrid Stack**, integrating the power of **RDK-VA OTT Stack** with **Irdeto DVB Broadcast Stack** in a unified platform.

Irdeto RDK Video Accelerator allows you to effectively and securely enjoy the latest enhancements and benefits that RDK-V brings to the market.

RDK-V features and benefits



Irdeto RDK Video Accelerator provides unmatched flexibility in the industry, with compatibility across **multiple SoC and OEM platforms** and a wide range of partner options. Through Irdeto STB System Integration (based on Irdeto Security Requirements for RDK-V), we eliminate ecosystem fragmentation and offer the fastest and most secure path to deploy an RDK-V based hybrid* video service.



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Irdeto RDK Video Accelerator brings together RDK OTT Stack with Irdeto DVB Broadcast Stack under one reference UI/X:

Irdeto Broadcast Stack

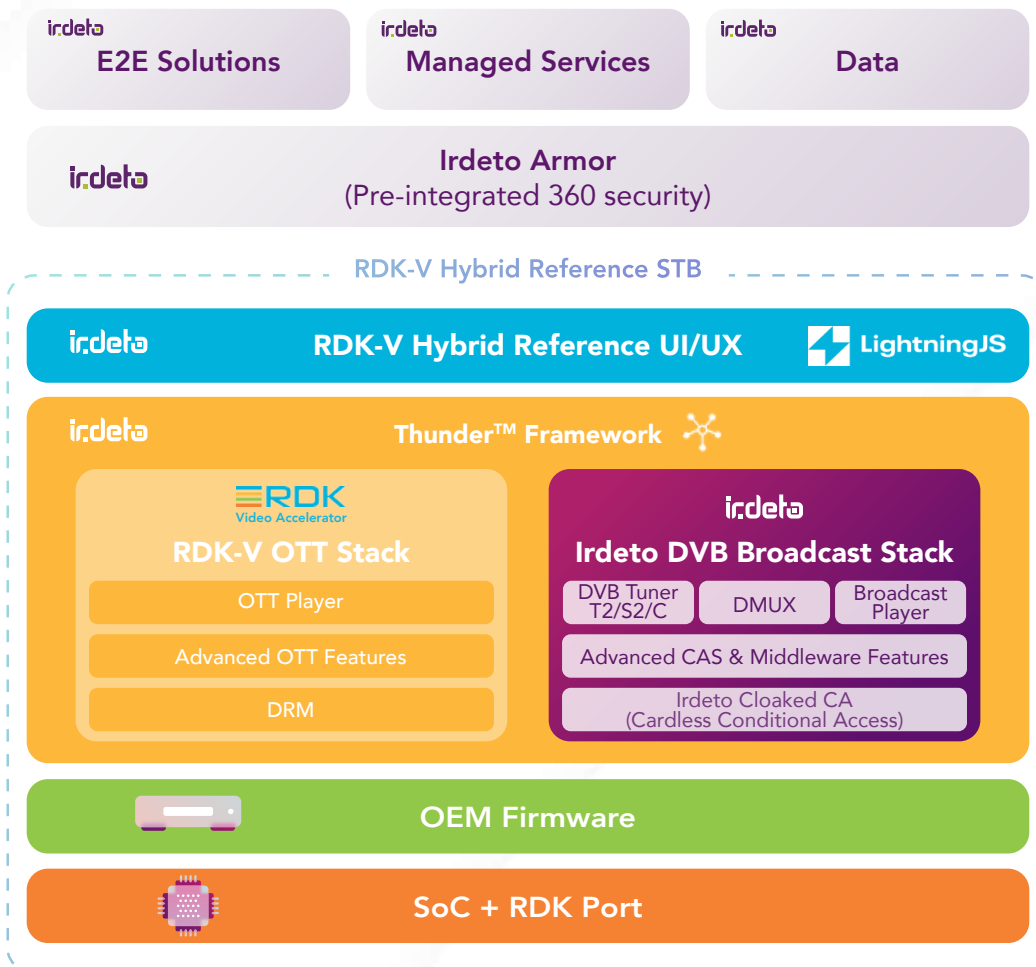
Pre-integrated STB security (Irdeto CCA) and Middleware. Supports SD, HD, and 4K UHD. Access to full Tier 1 feature support. Re-usable reference certifiable.

Thunder™ Framework

Microservice Hub. Modular plug-in architecture to assist subsystem communication. Thunder™ is the preferred RDK Framework for exposing services (features or functionality). Irdeto has added Thunder™ extensions for security features.

Irdeto RDK reference UI/UX

Irdeto reference UI/UX optimized for RDK-V using Lightning JS. Operator customizable. Facilitates pre-integration and certification. Offers unified UX across Live, SVOD, TVOD, and Linear. Enables seamless recommendations, search and discovery, voice commands, settings, and more.



This reference platform can be customized and enhanced with several Irdeto services and solutions:

Irdeto Armor: Pre-integrated suite of security solutions including Irdeto App Watch, Irdeto Control (multi-DRM), Irdeto TraceMark™ (forensic watermarking), Anti-Piracy Services, Cyber Services, Keys & Credentials, and more.

End-to-End Solutions: Added value solutions including Workflow Management, Irdeto Server-side Ad Insertion, Recommendations, EPG, and more.

Managed Services: Dedicated services SOC monitoring, Expert Support 24/7, and more.

Data: Actionable insights for security (anti-piracy), Consumer Insights, and Quality of Service diagnostics.

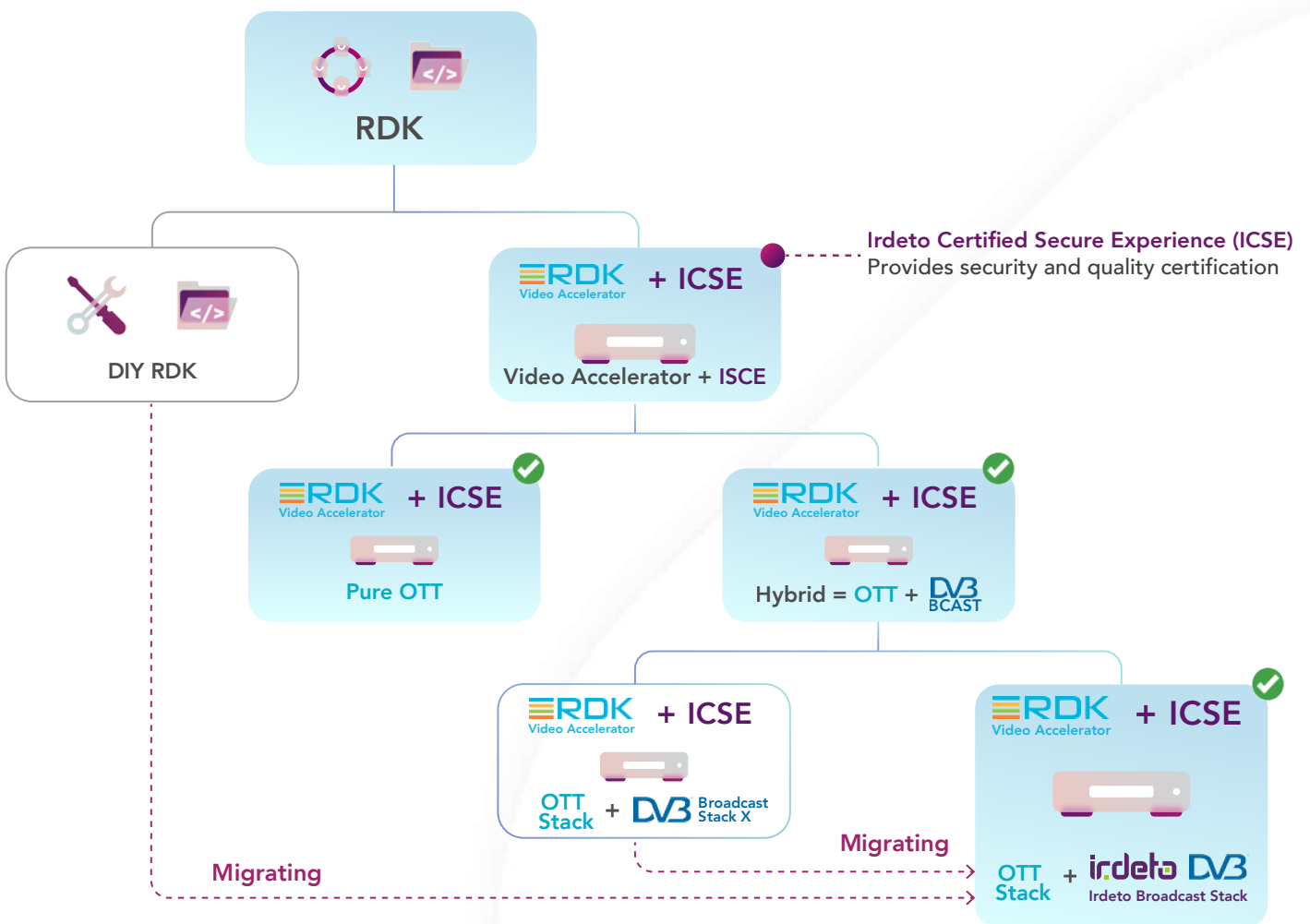
IRDETO DVB BROADCAST STACK FOR RDK-V

TAKING MIDDLEWARE TO THE NEXT LEVEL

At the heart of Irdeto RDK Video Accelerator is our Irdeto DVB Broadcast Stack which seamlessly integrates our market-leading Irdeto Cloaked Conditional Access (CCA) with advanced CAS and Tier 1 Middleware features to bring the ultimate end-to-end broadcast experience to your viewers.

Irdeto's Certified Secure Experience (ICSE) provides a defined set of security requirements and a certification process for RDK, ensuring the security and integrity of the experience for premium content and app vendors through a scalable certification strategy. This addresses a major gap with RDK in the past and a significant challenge for operators deploying both pure OTT and hybrid solutions.

By selecting Irdeto's DVB Broadcast Stack, operators can achieve faster TTM and significantly reduce fragmentation and costs (during deployment and management). This is why we are seeing an increasing number of pay-TV operators migrating to this effective approach.





IRDETO CERTIFIED SECURE EXPERIENCE (ICSE)

CERTIFY YOUR HYBRID* VIDEO PLATFORM TO COMPLY WITH PREMIUM APPS' SECURITY AND QUALITY REQUIREMENTS

ICSE is a service and certification process to fast-track the integration and deployment of premium apps on your hybrid* STB platform (before and after launch), complying with security and quality requirements, granting you and your subscribers with seamless access to premium content (from studios and sports) and the emerging gamut of premium apps under a secure and engaging experience.

Irdeto carefully designed and developed ICSE based on our vast industry experience and as part of our close collaboration with RDK Management and the major premium video streaming apps. The result is a seamless procedure and supportive services to streamline the inclusion of new apps on your hybrid* video platform, reducing fragmentation, TTM, and TCO.

This deterministic certification service offers you:

Scalable end-to-end security

Defined security requirements and reference implementation for SoC, OEM, and UX partners, including continuous integration.

Certification process

Service to register and manage the security, quality, and UX integrity certification process.

Support for Netflix scaling programs

Designed to align with the DaVinci program on RDK-VA and Hailstorm program on Android TV.

Operational management

Pre- and post-deployment certification management. Ability to address re-certifications in the event of platform updates or security incidents. Manage platform concessions and limitations for operators.

Post-launch app integration

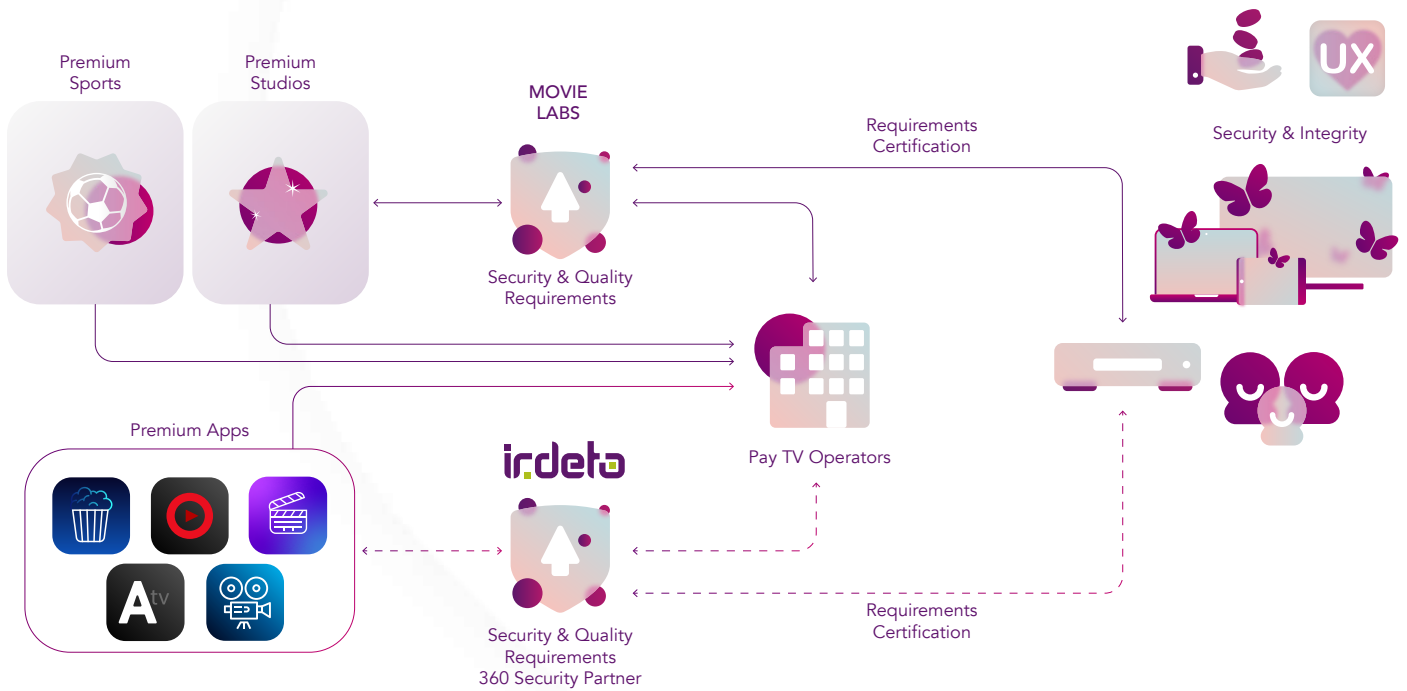
Supports new premium apps even when introduced after your video platform has been launched.



**pure OTT STB's are also supported*



ICSE ensures the security and integrity of premium apps while expediting your deployment



With ICSE you can rest assured your hybrid* STB video platform is optimized to deploy any premium streaming app in the market.

Security feature requirements

Field provisioning, secure boot, cloud OTA, kernel hardening, and app sandboxing.

Feature test suite

Platform security feature support.

Compatibility test suite

Pre-integrated security API support at OEM level.

SoC type approval

Quarterly list of approved SoC partners.

Reference solution architecture

Defines implementation, reduces fragmentation, and maximizes reusability.

Security implementation analysis

Support for customized implementation, optional security analysis review service, and re-direction to trusted third parties.



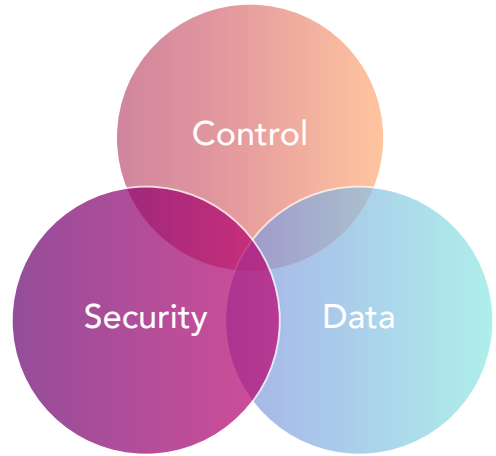
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IRDETO APP WATCH

SECURE, KEEP CONTROL, AND LEVERAGE THE BUSINESS OPPORTUNITIES
OF YOUR HYBRID* VIDEO PLATFORM

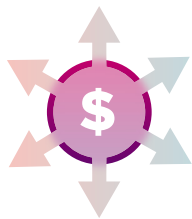
Irdeto App Watch is an essential service for pay-TV operators deploying/managing a hybrid* video platform. It is targeted to operators deploying a STB-based open-source platform like RDK-VA or Android TV, offering unmatched visibility and control over subscribers' usage of third party apps/stores.



Being developed to meet the specific needs of operators and leveraging the power of data and analytics, Irdeto App Watch covers crucial aspects to manage the usage of third party app stores including security requirements (against piracy and malware threats), consumer insights (to develop new business strategies), and platform performance (to guarantee the quality of service and reduce operational costs), while securing a premium UX.



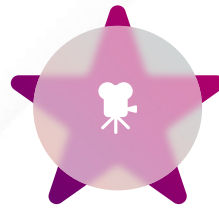
Secure your viewers, revenue, and your platform's integrity



Develop new business strategies based on consumer insights



Optimize your platform with real QoS diagnostics



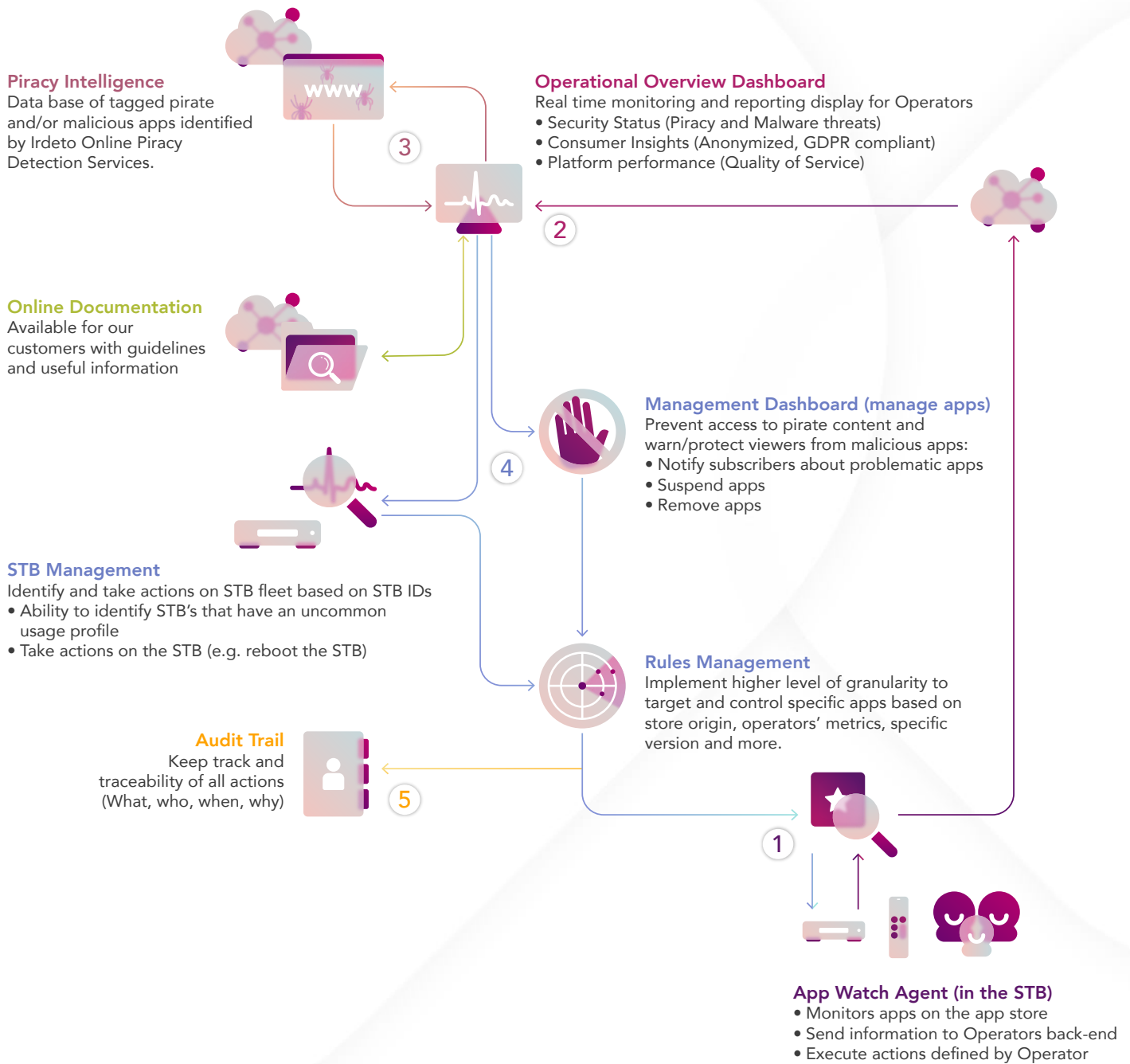
Meet requirements and get access to premium content and apps



Comply with governmental regulations

**pure OTT STB's are also supported*

HOW IRDETO APP WATCH WORKS

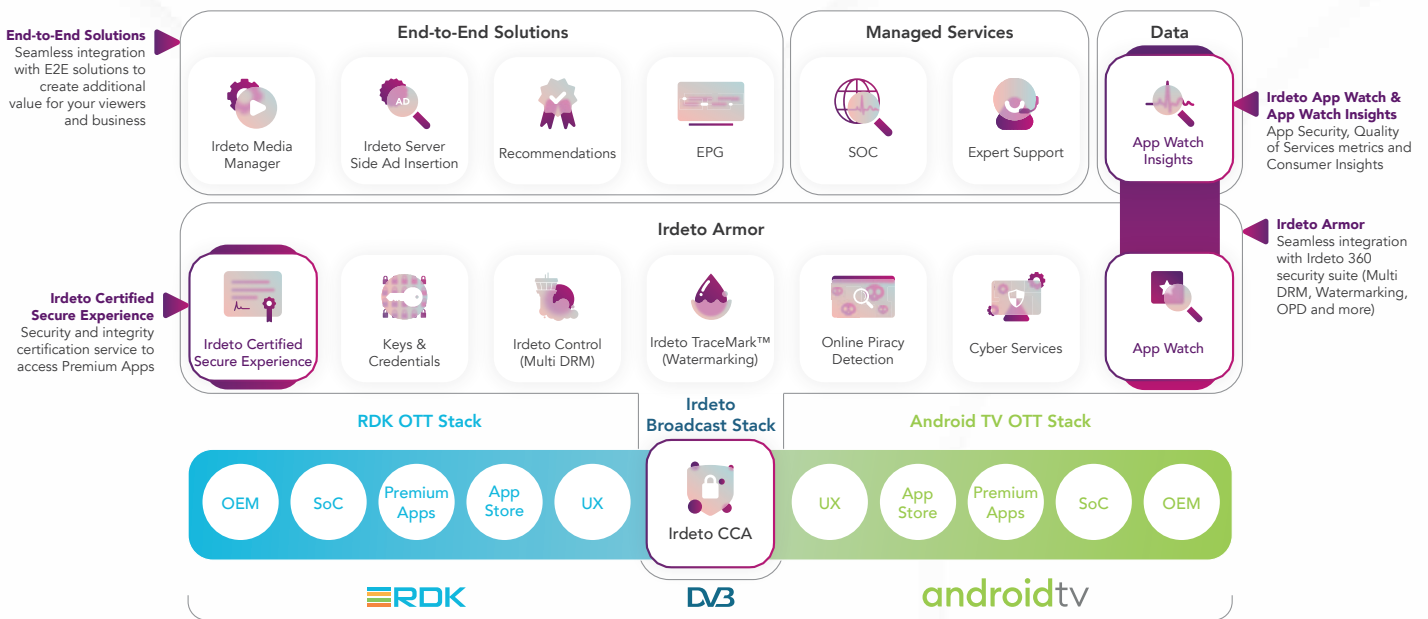


1. The lightweight **App Watch Agent** in the STB monitors the subscriber's usage on the third party app store and sends this anonymized information to the back-end.
2. The **Operational Overview Dashboard** displays the collected data offering visibility on top apps, including security/piracy status, consumer's usage and performance on the STB.
3. The data is then cross-checked with Irdeto's **Piracy Intelligence** database nurturing the display with frequently updated information on top pirated apps.
4. Based on the assessments, Operators take actions using the **Management Dashboard** to send notifications to users, suspending or removing app. Using the **Rules Management**, operators can add granularity to the actions. Using the **STB Management Module** operators can identify and take actions on STB fleet based on STB IDs.
5. All actions are recorded on an **Audit Trail** for transparency and traceability.

IRDETO SUPER AGGREGATOR SOLUTIONS

Irdeto solutions developed with this game-changing reusable approach include the market-proven Irdeto RDK Video Accelerator, Irdeto Android TV Hybrid stack, and Irdeto App Watch. As a full-service cybersecurity partner, Irdeto offers pay-TV operators a complete suite of content protection solutions, including pre-integrated Irdeto Cloaked CA and Watermarking, multi-DRM solutions, as well as Anti-Piracy, Cybersecurity and Managed Services.

Irdeto Super Aggregator Portfolio



Irdeto Hybrid Stacks (RDK-VA and/or Android TV)
Pre-integrated with Irdeto CCA and ecosystem partners

Contact us to learn more about Irdeto RDK Video Accelerator

Irdeto is the world leader in digital platform security, offering solutions and services that enable customers to protect their revenue, create new offerings and fight cybercrime effectively. With more than 50 years of experience, Irdeto is the leading solutions and services provider for content, video broadcast and streaming services, partnering with movie studios, sports rights holders, and OTT and broadcast operators across the content value chain. With a unique pay-TV operator heritage, Irdeto is the preferred partner to empower a secure world where people can connect with confidence.