

# RIGHTS MANAGEMENT, SIMPLIFIED

## The EZDRM Solution for Painless Asset Protection



### MARKET CHALLENGE

Staying on top of today's video market can be overwhelming. Your Digital Rights Management (DRM) solution should not be.

Providing high-quality OTT video streaming experiences is complicated. Just keeping the streams flowing for seamless playback is technically challenging, but you also need engaging content. And that content must be protected. Facing your content protection requirements alone can be daunting. There are multiple widely-used DRM technologies that target different types of playback in browsers and on devices. In today's multiscreen environment, viewers demand that their content be available on all those end-points. You need a multi-DRM solution that is not only agile enough to support each required DRM technology, but also leverages open standards, so that you can integrate your system with "best of breed" player and encoder/packager solution; a DRM solution that can be implemented in days, configured with a few clicks, meet all protection requirements, and support your ability to get a sound night's sleep.

EZDRM provides that solution.

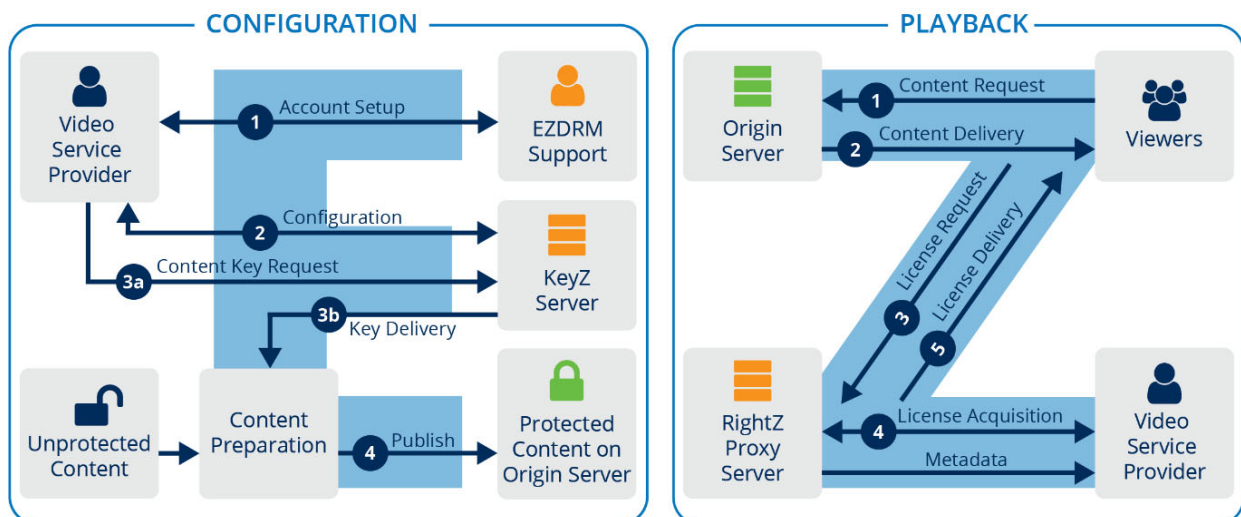
### EZDRM SOLUTIONS

EZDRM offers a variety of solutions to meet your needs, no matter what player your viewer is using. We introduced Universal DRM™ to address content protection requirements across all major playback systems, from apps to browsers – a single solution that meets the content protection challenge, without getting in the way of authorized viewer playback.



EZDRM's solutions are built on some basic, guiding principles:

- A simple architecture for minimal system impact
- Support rapid implementation in days, not weeks - with as few steps as possible
- Embrace industry standard DRM technologies, such as Common Encryption (CENC), to prevent vendor lock-in
- Support both live and online/offline VoD playback
- Support all major browsers and operating systems
- Leverage the power of the cloud
- Eliminate the need for customers to manage capacity and standards updates



## SOLUTION ELEMENTS

The EZDRM system is built on two elements: The **KeyZ™** ("Keys") Server and the **RightZ™** ("Rights") Proxy Server.

The **KeyZ™** Server accepts requests for the master content encryption keys, and issues them for use by encoders/transcoders and packagers to protect content prior to publication to the origin server.

The **RightZ™** Proxy Server accepts the license and rights requests from your audiences' players and relays them in the required format to your authentication system and rights database. It then performs the converse function to provide the required licenses and appropriate rights in all required standard formats to the players.

## FEATURES AND BENEFITS

### **Supports Multi-Vendor, Best of Breed Workflows**

The flexible integration model is based on standard DRM encryption technologies, allowing you to retain your existing workflow elements, including encoders, packagers, and players.

### **Proxy-Based Rights Management**

Rights management is completely under your control. The **RightZ™** Proxy Server manages the interactions between your viewers' players and your rights database, collecting valuable analytics and eliminating complex synchronization issues.

### **SDK-less implementation**

The EZDRM system eliminates the need for player SDKs, relying on simple REST or Web calls to obtain keys and rights. Without a player integration, you can be up and running quickly.

### **Maintenance-Free Solution**

The EZDRM system is a cloud-based, managed solution. We actively manage capacity requirements, and upgrade the system as standards evolve

### **Test the Solution, Before Committing**

We provide a complementary, fully functional Proof-Of-Concept (POC) account, so you can be sure the solution will fit your needs - before signing on the dotted line.

## SPECIFICATIONS

- Universal DRM: CENC support over MPEG-DASH
  - ✓ Microsoft PlayReady
  - ✓ Google Widevine



- Apple FairPlay for iOS and tvOS

### FairPlay Streaming

- HTML5
  - ✓ W3C Encrypted Media Extensions (EME) support
- Native Hardware Security levels in a Trusted Execution Environment (TEE).
- Streaming Format Support
  - ✓ Apple HLS
  - ✓ Microsoft Smooth (MSS)
  - ✓ MPEG-DASH
- Supported Playback Devices
  - ✓ All major browsers
  - ✓ Android devices
  - ✓ iOS devices
  - ✓ Smart TVs
  - ✓ Game consoles
  - ✓ Set-Top Boxes (STBs), OTT
  - ✓ Streaming

"EZDRM has consistently delivered a reliable service and offers an easy to implement DRM platform, which more than exceeds my expectations. Great support too!"

- **Joe Bray, CTO, StreamAMG**

## TECHNOLOGY PARTNERS



EZDRM is the original specialist in Digital Rights Management as a Service (DRMaaS), offering a straightforward, one stop solution for protecting and monetizing video content. EZDRM has been at the forefront of streaming video service evolution for over 15 years, and now with its Universal DRM solution has a leading position in the delivery of multi-DRM CENC support for MPEG-DASH, eliminating proprietary integration and format concerns.