



ExpressPlay DRM™

THE WORLD'S BEST DRM. NOW EVEN SMARTER WITH UNIVERSAL DRM SDK.

BUSINESS BENEFITS

- Multi-DRM client
- Plays DASH content on iOS
- Download Manager
- DASH On demand profile
- Multi-DRM service
- Key management system
- Full auditing capabilities
- Interoperable with ExpressPlay Analytics™

INTERTRUST EXPANDS EXPRESSPLAY PLATFORM TO PROVIDE SEAMLESS DRM INTEROPERABILITY

Implementing a Multi-DRM solution is challenging and requires significant expertise. Getting it wrong can have devastating impact on user satisfaction.

ExpressPlay DRM is a turn-key solution that is cost effective, reducing your overall R&D, operational, and support costs. It is operated globally with a high availability, low latency architecture that achieves the best experience for your users.

We are announcing several exciting additions to ExpressPlay. The tight integration between the ExpressPlay SDK and ExpressPlay service enables run time selection of the DRM scheme and dynamic content conversion on the device, allowing service providers to place their services on all devices. This allows the service provider to capture the maximum possible user base by overcoming the incompatibilities in video format, DRM formats, flavors of iOS and Android, etc.

The business benefits are clear

- **Smart failover to Marlin DRM** – Android devices are extremely varied and create a disparate operating environment. This is a challenging issue for service providers, causing significant user dissatisfaction and churn when protected content fails to play. The ExpressPlay DRM SDK will seamlessly failover to use Marlin DRM if the device's native DRM is inadequate, thus increasing your addressable device market and user base.
- **Dynamic content conversion** – Incompatibility of file formats used by various DRM systems requires service providers to support multiple formats. This complicates encoding workflows, multiplies CDN/storage costs and reduces overall efficiency. Our client converts DASH CENC content on the fly to HLS with SAMPLE-AES compatible with FairPlay, eliminating the need for conversion at the origin, bringing the industry one step closer to the holy grail of a single file format for all DRMs.
- **Download and offline playback of protected content** have become essential features that are hard to implement on mobile devices, where connectivity is intermittent and battery utilization is at a premium. Our SDK now offers a Download Manager optimized for mobile device and DASH support.
- **Simplifying content licensing workflows helps further reduce costs and keep your developers focused** on adding value to the product. By creating and delivering the licenses required by all types of devices (mobile and browsers) in a single API call, developers no longer need custom logic based on the device type, operating system types and versions, and DRM capabilities.

ExpressPlay DRM Service

- Supports all major DRM systems (Marlin, Widevine, FairPlay, PrimeTime, PlayReady)
- Secure key management and key storage services
- Full auditing capabilities
- Geographically distributed for high availability and low latency
- Risk free pay as you go pricing model
- Session-based watermarking
- Available globally

ExpressPlay DRM SDK

- Runtime selection of the DRM agent is appropriate for every situation, enabling wide device reach and eliminating deployment complexities
- Client side content conversion enables playback of DASH CENC content on iOS, reducing CDN costs and simplifying content management
- Download Manager addresses the complexities of content download and offline play back
- Support for DASH on-demand profiles
- SDK available as tamper resistant binary with secure license storage or source code
- Full suite of packaging tools for content preparation

The only cloud-based Multi-DRM solution that includes a Multi-DRM client for both Android and iOS.

Service

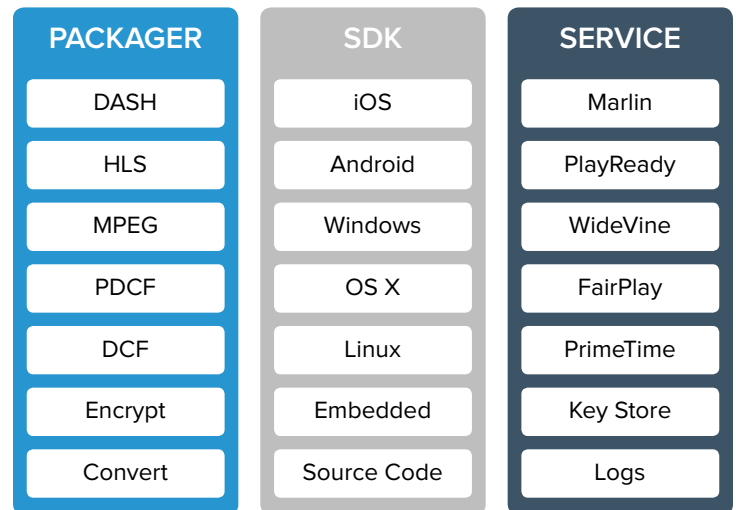
ExpressPlay is the only cloud-based solution that supports all five major DRM protocols. The service offers licensing and key management capabilities, along with auditing of license acquisition events.

Client

The ExpressPlay SDK is a turn-key, Marlin DRM-based client protected by Intertrust’s tamper resistance technology. The SDK can process multi-DRM tokens. The appropriate DRM scheme is selected automatically for the device.

Packager

Easy-to-use, command-line tools encrypt and prepare content for use with ExpressPlay applications and services.



ASK ABOUT OTHER EXPRESSPLAY PRODUCTS

ExpressPlay Ads™



An integrated broadcaster solution for content protection and ad targeting.

ExpressPlay CA™



A solution that bridges the Conditional Access (CA) and DRM worlds by supporting all conditional access scenarios with software.

ExpressPlay Audience™



Broadcasters: Meet your audiences.