

# Digital Rights Management (DRM)



## Robust Content Security in Cloud-Based Video Workflows

Media customers rely on cloud-based media workflows to easily encrypt live and file-based video content for delivery to consumers.

Video providers need a scalable and cost-effective way to convert and package video content into various formats, and to securely distribute it for viewing on different devices.

AWS Media Services are cloud-based services with pay-as-you-go pricing which provide customers the capability to ingest, process, package, and deliver video content at scale. AWS Elemental MediaLive is a real-time video encoding service and works in combination with AWS Elemental MediaPackage for content origination, just-in-time packaging, and encryption. AWS Elemental MediaConvert is a file-based video transcoding service with packaging and encryption capabilities and may be used independently or with a third-party origin.

The KeyOS Platform is a Digital Rights Management (DRM) platform from BuyDRM that provides complete multi-DRM license key delivery for a variety of packaging formats to secure playback across a broad range of client devices. The KeyOS API integration with AWS Elemental MediaConvert and AWS Elemental MediaPackage provides customers with secure, scalable, standards-based solutions for protecting live and on-demand video workflows. MPEG-DASH content with Google Widevine and Microsoft PlayReady, HLS content with Apple FairPlay Streaming or Microsoft PlayReady, and Microsoft Smooth Streaming with Microsoft PlayReady are all supported.

A component of KeyOS, the KeyOS MultiKey Service is a highly available,

### OVERVIEW

#### CHALLENGE

- Hardware management, upgrades, and obsolescence increase operator CAPEX cost
- Multiple DRM schema and packaging adds complexity for customers
- Secure communication between DRM platform and encoder / packager is critical

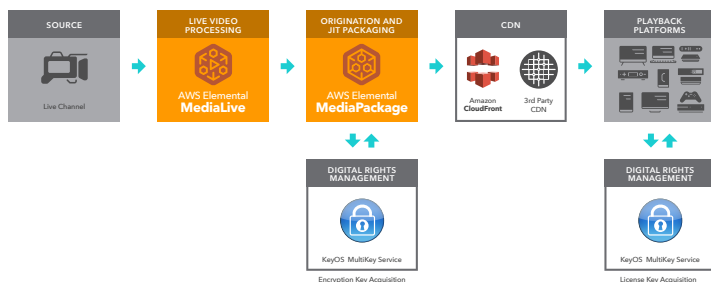
#### SOLUTION

- Scalable, redundant multi-DRM service for a variety of business models
- Unified support for multiple DRM technologies and packaging formats
- Single standards-based API integration between key server, transcoder, and packager

#### BENEFITS

- Eliminates management of complex infrastructure
- Supports secure delivery and playback to all types of viewing devices
- Accelerates time to market for live and VOD streaming services

### LIVE WORKFLOW



*"BuyDRM has a long history of supporting DRM on AWS. We look forward to expanding on these success stories with AWS Elemental."*

*– Christopher Levy,  
CEO and Founder,  
BuyDRM*





globally redundant multi-DRM platform supporting DRM license key delivery to today's most popular consumer platforms. KeyOS MultiKey supports the leading consumer DRMs for online delivery and downloads, and is a studio-approved multi-DRM platform for live and VOD content delivered to users around the world.

Live video workflows combine real-time encoding using AWS Elemental MediaLive and just-in-time packaging, origination, and encryption using AWS Elemental MediaPackage with the KeyOS MultiKey Service to securely process and deliver linear broadcast and event-based content to consumers.

File-based video workflows incorporate transcoding using AWS Elemental MediaConvert with the KeyOS MultiKey Service and can perform content library conversion

and creation of on-demand assets for broadcast and multiscreen delivery.

The use of the KeyOS Platform from BuyDRM, featuring API integration with AWS Media Services, enables video providers to process and deliver high quality video streams for broadcast television and multiscreen devices with the security, scalability, and simplicity of cloud-based solutions and pay-as-you-go pricing.

BuyDRM is a leading provider of Digital Rights Management and content security services for the entertainment, enterprise, transportation, and education industries, with customers spanning the globe. With 17 years of experience implementing commercial DRM solutions and media technologies, BuyDRM has amassed substantial success stories for many of today's largest brands.



## FEATURES

### DESCRIPTION

- License key gateway that delivers license keys to consumers' playback platforms
- API-based encryption and license delivery
- Device playback with support for all consumer DRMs

### FEATURES

- KeyOS provides support for Microsoft PlayReady, Google Widevine, and Apple FairPlay Streaming
- Highly available, fault tolerant, redundant DRM-as-a-Service (DaaS)
- Playback supported on multiple devices including desktops, Roku, Apple TV, Android TV, and smart TVs

### BENEFITS

- Simplified workflow for supporting complex DRM needs across all platforms
- Cost-effective multi-DRM support for cloud-based video workflows
- Scalable global solution complying with studio-mandated DRM support

Learn more at [www.buydrm.com/multikey](http://www.buydrm.com/multikey)

## FILE-BASED WORKFLOW

