

BuyDRM and Bitmovin Partner with Sports-First Streaming TV Service fuboTV

KeyOS and Bitmovin Provide End-To-End DRM Solution with Cloud Encoding

December 4th, 2017—Austin, TX, San Francisco, CA and New York, NY —BuyDRM and Bitmovin have partnered with sports-first streaming TV service fuboTV (www.fubo.tv).

As part of the deployment, Bitmovin will provide fuboTV with cloud-based encoding and encryption via the Bitmovin Encoding platform integrated with BuyDRM's KeyOS Encryption Key API. BuyDRM will in-turn provide DRM licensing services to fuboTV's end users around the world via the KeyOS MultiKey multi-DRM service.

With more than 100,000 paid subscribers, fuboTV offers viewers OTT access to popular channels featuring live sports, news, television series and movies, via mobile devices, web browsers and TV-connected devices. A leading and fast-growing virtual MVPD, fuboTV offers a base package, Fubo Premier, of 65-plus channels, including more that carry sports than any competitor's similar bundle.

The KeyOS MultiKey Service supports the industry-leading DRMs, such as Microsoft PlayReady, Google Widevine and Apple FairPlay for the most popular consumer formats including DASH, HLS and MSS. This combination of DRMs and file formats power the widest variety of premium content for consumers.

Bitmovin's flexible cloud encoding stack runs on any cloud infrastructure, as well as on-premise and offers horizontal scalability for the highest level of encoding performance. The Bitmovin Encoding Service supports a broad array of codecs and formats, as well as monetization and content protection integrations with leading technology providers for media.

"Using the KeyOS MultiKey Service with Bitmovin's Cloud Encoding platform in the cloud has greatly improved our go to market strategy and allows us to focus on subscriber growth while maintaining a streamlined workflow," said fuboTV Co-Founder Sung Ho Choi. "KeyOS and Bitmovin are a best-of-breed combination which provides us the flexibility and security we need to succeed in this explosive OTT Marketplace."

"fuboTV represents a quantum change in the way OTT services are delivered with a broader array of the content users want in the places and ways they want to consume it," said BuyDRM Founder and CEO, Christopher Levy. "Working with our good friends at Bitmovin, we aim to provide a streamlined workflow that addresses fuboTV's unique needs and requirements."

"Bitmovin is a world leader in cloud encoding and fuboTV furthers our position in the industry as an agent of change and innovation," said Bitmovin Founder and CEO, Stefan Lederer.

"Bitmovin and BuyDRM offer a world-class platform which OTT operators can depend on."

ABOUT BUYDRM

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 market-leading experience implementing commercial

DRM solutions and media technologies, BuyDRM has amassed substantial success stories for many of today's largest brands.

OTT and IPTV operators, television networks, movie studios, MVPDs, telcos and premium content distributors use the BuyDRM award-winning KeyOS multi-DRM Platform to provide robust content security for their IP video offerings to a variety of connected and disconnected devices. BuyDRM customers include BBC iPlayer and BBC iPlayer Radio, BBC Worldwide, Sony Pictures Entertainment, Sony DADC, Sony Crackle, Sony Pictures Television Networks, Warner Brothers, Showtime Networks, Deluxe, Vubiquity, Cinedigm, SONIFI Solutions, ABC Australia, Limelight Networks, AMC Networks, Telus, Bell Media, ZeeTV and Sinclair Broadcast Group.

For more information please visit <http://www.buydrm.com>

ABOUT BITMOVIN

Bitmovin API based products help developers around the world solve the most complex video problems with cloud native software that runs anywhere. Bitmovin API delivers a comprehensive video infrastructure solution by integrating all aspects of the adaptive streaming workflow into one easy to use interface for Encoding, Player and Video Analytics.

Bitmovin was founded in 2013 by the co-creators of the MPEG-DASH video streaming standard, used by industry leaders like Netflix and YouTube and currently accounts for 50% of US peak internet traffic. The company is laying the groundwork for a cross-platform future dominated by video content. Bitmovin, Inc. is based in San Francisco, CA, and Klagenfurt, Austria and is privately owned. Investors include Atomico, YCombinator (YC S15), Dawn Capital, SpeedInvest, Constantia New Business and a number of angel investors, including the former VP Engineering of Netflix, the former CTO of Cisco and the founder of Unity. For more information, visit www.bitmovin.com

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ABOUT FUBOTV

fuboTV is a sports-first streaming TV service that brings subscribers over-the-top (OTT) access to the most sports for the least money. This includes a growing line-up of national channels, local broadcasters and regional sports networks (RSNs) that hold rights to the most popular sports in the world. Officially launched in January 2015 as a streaming soccer service, fuboTV has evolved into one of the leading virtual MVPDs in the U.S. Its entry-level [Fubo Premier bundle](#) offers more than 65 channels, [including up to 37 that carry sports](#), and brings customers access to popular entertainment, news and information content that complements the core sports offering, including thousands of titles available on-demand. It is available on desktop or mobile web via www.fubo.tv; on Amazon Fire TV and Fire TV Stick; Android and iOS devices; Apple TV; Chromecast; Roku; and through T-Mobile's Binge On.

The company has raised a total of \$75.6 million in funding to date, including a \$55 million Series C round that closed in June 2017, led by Northzone, and including 21st Century Fox, Sky and Scripps Networks Interactive. Investors also include DCM Ventures, i2bf, Luminari Capital, LionTree Partners, Univision Communications Inc., Edgar Bronfman, Jr. (former Chairman and CEO of Warner Music Group), Chris Silbermann (founding partner, ICM Partners) and former NBA Commissioner David Stern.