



# Anime Powerhouse Funimation Selects BuyDRM's KeyOS Platform To Power FunimationNow OTT Apps

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## **Anime Powerhouse Funimation Selects BuyDRM's KeyOS Platform To Power FunimationNow OTT Apps**

*KeyOS Partner EcoSystem Includes Over 75 Market-Leading, Encoders, Servers and Players*

**April 9<sup>th</sup>, 2018 - Austin, TX USA and Flower Mound, TX** - BuyDRM™, a pioneer in Digital Rights Management (“DRM”) and Content Security Services, today announced that Funimation have chosen the KeyOS Platform on their FunimationNow OTT service. Funimation is a market leader in the distribution of anime, with over 10,000 hours of content and rights to over 450 brands.

Funimation will rely on the KeyOS MultiKey Server to globally distribute multi-DRM licenses to fans around the world on a variety of playback platforms. The KeyOS MultiPlay SDKs will enable FunimationNow on Android and iOS platforms with streaming and playback of HLS content.

BuyDRM's KeyOS Platform enables major studios, content licensees and OTT operators to quickly deploy studio-approved DRM within their existing content workflows. KeyOS supports the three leading consumer DRM platforms, Microsoft PlayReady, Google Widevine and Apple FairPlay DRM and the three-popular consumer digital media formats, MSS, DASH and HLS.

“Funimation has a vested interest in protecting our licensed property while delivering a superior anime experience to fans. We believe the experts at BuyDRM will ensure our content has the highest level of protection the industry offers” said Rahul Purini, CTO at Funimation. “Our content is distributed worldwide on a variety of consumer playback platforms and KeyOS gives us the confidence to reach as many viewers as possible while maintaining the secure playback experience we require.”

“Working with Funimation to accomplish their video security goals has been a high point of BuyDRM's history” said BuyDRM CEO and Founder, Christopher Levy. “With KeyOS “on-board” FunimationNow will surely raise the bar for OTT offerings.”

## 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, BBC TVE Singapore, FUNimation Entertainment, Sony Crackle, FUNimation Television Networks, Sony DADC, fuboTV, Sinclair Broadcast Group, Margo Networks, Warner Brothers, Showtime Networks, Deluxe, Vubiquity, Cinedigm, SONIFI Solutions, ABC Australia, Limelight Networks, AMC Networks, SingTel, Telus, and Bell Media.

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

## ABOUT FUNIMATION

Funimation is the #1 English-language anime content provider in North America, which licenses, adapts and distributes anime content from Japanese rights holders internationally. Its catalog includes over 10,000 hours of content with rights to over 450 brands and provides dubbed and subbed anime across multiple channels. FunimationNow, the Company's streaming platform, is the leading North American English-language OTT anime platform.