



# BuyDRM Releases CPIX Specification v1.1 to Clients and ESP Partners

Securing CPIX Using Best Practices  
For Content Encryption Key Delivery

September 10th, 2019



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**[WWW.BUYDRM.COM](http://WWW.BUYDRM.COM)**

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# BuyDRM Releases CPIX Specification v1.1 to Clients and ESP Partners

*Securing CPIX Using Best Practices for Content Encryption Key Delivery*

**September 10th, 2019 – Austin, TX** – BuyDRM announced today the release of the new KeyOS CPIX Specification v1.1 to BuyDRM Clients and ESP Partners. The specification is now available at [www.keyos.com](http://www.keyos.com).

With the rise of DRM as a mandatory studio requirement for OTT operators around the world, BuyDRM recognized an opportunity to secure CPIX using a best practices approach to content encryption key delivery. This opportunity was primarily born out of the numerous CPIX specification variants available in the market from encoder, packager and server product OEMs. In many cases, these specifications did not address the core security concerns around delivering content encryption keys to our clients' video workflows.

Starting today, clients who want to use 3<sup>rd</sup> party encoding, packaging or server solutions with their KeyOS MultiKey Services and MultiKey Server, must select from an existing BuyDRM ESP Partner or their partner must enroll in the BuyDRM ESP Program and deploy the KeyOS CPIX Specification v1.1.

“As a global leader in the multi-DRM industry, BuyDRM saw a need for a new, more secure, DRM-centric KeyOS CPIX specification designed with numerous levels of industry-standard security” said Andrew Popov, BuyDRM CTO. “The KeyOS CPIX Specification v1.1 addresses this need with three significant areas of increased security for our Clients and ESP Partners.”

“Encoding.com is a long-time BuyDRM ESP Partner who has now integrated and deployed the new KeyOS CPIX Specification v1.1” said Gregory Heil, CEO and Founder of Encoding.com. “Now, mutual clients will benefit from increased security around their content encryption keys as they travel between the KeyOS Multi-DRM Platform to Encoding.com’s cloud-based encoding platform where they stay encrypted for future use.”

To Find a BuyDRM ESP Partner please visit: <https://bit.ly/2kw7wa5>.

To Enroll in the BuyDRM ESP Partner Program please visit: <https://bit.ly/2k1Jm7c>.

To discuss BuyDRM’s new CPIX Specification more at IBC, please book a meeting here:

<https://www.buydrm.com/tradeshows/meet/IBC-2019>

## **ABOUT BUYDRM**

BuyDRM™ is a leading global provider of Digital Rights Management and Content Security Services for the entertainment, enterprise and hospitality industries. The KeyOS Multi-DRM platform powers many of the largest brands in media and technology. Recently, Frost & Sullivan awarded BuyDRM the 2018 Global Content Protection Entrepreneurial Company of the Year Award. With 18 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. BuyDRM clients include ABC (Australian Broadcasting Corporation), BBC iPlayer, BBC Studios, BBC iPlayer Radio, Blizzard, EPIX, FuboTV, Sony New Media Solutions, Sony Crackle, Sony Pictures, Warner Brothers, Showtime and Zee5.

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