



BuyDRM Launches KeyOS ESP Partner Program for Leading Encoders, Servers and Players at NAB

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Industry's Largest DRM Ecosystem Streamlines Multi-DRM Deployments for OTT, AVOD and SVOD Platforms

April 2nd, 2019 - Austin, TX USA – BuyDRM announced today the launch of the KeyOS ESP Partner Program with industry-leading Encoder, Server and Player vendors to help streamline deployments of DRM-protected premium video content. In the constantly changing landscape of video codecs, formats, player features, DRM schemes and other video-related technologies, BuyDRM and their ESP Partners recognize the importance of maintaining strategic key integrations that enable faster, more robust, studio-compliant deployments of DRM.

As part of the KeyOS ESP Program, clients of BuyDRM who use ESP Partners for their encoding, serving or playback, will realize shorter DRM deployment windows and smoother user experiences for their OTT, AVOD and SVOD content. Additionally, BuyDRM will offer commercial incentives to potential clients to deploy KeyOS with an ESP Partner platform. The ESP Certification for a partner will drive confidence in their clients' efforts while ensuring long-term stability and efficiency in their commercial relationships.

BuyDRM pioneered DRM as a Service (DaaS), providing highly available DRM technologies available through easy to deploy, secure APIs. The KeyOS MultiKey service enables major studios, content licensees and OTT operators to quickly deploy studio-approved DRM within their existing content workflow. On the consumer playback side, the KeyOS MultiPlay SDKs for Android and iOS provide a secure, robust and feature-rich platform for delivering streaming video and downloads with casting, subtitles and multi-track audio using studio-approved DRM.

At NAB 2019, BuyDRM and their ESP Partners will be conducting a variety of industry outreach activities to make clients and potential new partners aware of this new program. To schedule a meeting at NAB 2019 in Las Vegas, April 9th-11th with BuyDRM please visit:

<https://bit.ly/2XUPTJH>

To enroll in the KeyOS ESP Partner Program, please visit: <https://goo.gl/PafRZi>

“We decided to do a full reboot of our partner program out of the necessity of aligning partner technologies with the KeyOS Encryption Key and License Key APIs so that mutual clients can utilize the technologies in parallel as they deploy premium video offerings,” said BuyDRM CEO and Founder, Christopher Levy. “With the largest partner ecosystem in the business, BuyDRM is focused on removing the potential headaches around DRM so our clients can focus on what they do best.”

“For many years, Wowza and BuyDRM have worked closely together to help mutual customers around the world securely deliver their content,” said Wowza CEO and co-founder, David Stubenvoll. “The KeyOS ESP program provides a stamp of confidence for future client DRM deployments with a greater ease of use and transparency.”

“Encoding.com is excited to bring a studio-ready DRM workflow to market with BuyDRM,” said Encoding.com CEO and Founder, Gregory Heil. “As a fellow veteran of the media infrastructure industry we continue to be impressed with not only the KeyOS feature set and platform maturity but BuyDRM’s focus on solving real customer content protection challenges rather than chasing the latest industry buzz words.”

"We are excited to grow our relationship with BuyDRM as a valued partner," said Bitmovin CTO, Chris Mueller. "For broadcasters distributing premium content, DRM is a core project requirement and we have worked together with BuyDRM for a seamless integration that supports some of the world's largest broadcasters, such as a recent implementation for FuboTV."

“Flussonic software powers up complex video delivery systems and provides cutting-edge technologies for broadcasting workflows and DRM plays a crucial role in this,” said Flussonic PR & Marketing Director, Alex Nasonov. “Close collaboration with market leaders such as BuyDRM is the best way to fulfill our clients’ needs in reliable expert-class security while also future-proofing Flussonic against further development costs.” “We are happy to declare a long-term cooperation between our companies by joining the KeyOS ESP Partner Program.”

Additional KeyOS ESP Partners Include:

Accurate Player
Bradmax
Friend MTS
MistServer
NexPlayer
Qencode
Unified Streaming
THEOPlayer

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>

ABOUT WOWZA

Wowza Media Systems™ is the recognized gold standard of streaming, with more than 22,000 customers in 170+ countries. By reducing the complexities of video and audio delivery to any device, Wowza™ enables organizations to expand their reach and more deeply engage their audiences, in industries ranging from education to broadcasting. Service providers, direct customers and partners worldwide trust Wowza products to provide robust, customizable, and scalable streaming solutions— with powerful APIs and SDKs to meet organizations' evolving streaming needs.

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

ABOUT ENCODING.COM

Encoding.com is the largest and most trusted cloud-based video processing service provider. As the pioneer and market leader for enabling multi-screen video delivery, Encoding.com powers advanced video transcoding and packaging workflows for Fortune 1000 media & entertainment, cable, broadcast, and technology brands. Encoding.com empowers its customers to monetize and deliver video successfully to all mobile, desktop, IPTV, and OTT devices. Headquartered in San Francisco, CA with offices in Aspen, CO and St. Petersburg, Russia, Encoding.com operates in public and private cloud data centers around the globe.

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

ABOUT BITMOVIN

Bitmovin is a leading provider of video infrastructure for online media companies and enterprises globally. Bitmovin technology innovations focus on video encoding, playback, and analytics around user experiences. Innovations include the co-authoring of the MPEG-DASH streaming protocol, and massively parallel cloud-native encoding.

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

ABOUT FLUSSONIC

Flussonic provides reliable video streaming software for IPTV, OTT, Broadcasting, VSaaS and CCTV. Our products can capture, record, transcode, protect and distribute video. Designed for high-load environments, they are easily scalable from one VPS to large delivery networks with 100 Gbit/s capacity. Flussonic products can be launched on a server of any scale, from a small cloud VPS to a powerful dedicated server.

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