BuyDRM and Penthera Partner to Accelerate Secure Downloads Of Premium Content with DRM

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KeyOS™ and Download2Go™ Create An Optimum User Experience

September 3rd, 2019 – Austin, TX and New York, NY – BuyDRM announced today their partnership with Penthera, a global software company that develops and deploys products facilitating the delivery of video content. Together BuyDRM and Penthera worked to optimize the use of the Download2Go™ and KeyOS™ platforms to improve download performance of protected content within customers' iOS and Android apps.

KeyOS is an award-winning, studio-approved multi-DRM platform for premium content distribution. Download2Go enables your app users to download your videos to their mobile device of choice to watch in high quality when and where they want, regardless of connectivity.

Together, KeyOS and Download2Go enable app users to quickly download and playback DRM-managed premium video content both online and offline. The two technologies support today's most popular consumer formats and DRMs with a variety of business models and rights enforcement components.

"As a company with a keen focus on and sensitivity to consumer viewing environments and hurdles, Penthera is uniquely positioned to advance their technology within the OTT marketplace," said Ron Baker, BuyDRM Chairman. "BuyDRM's technology provides Penthera clients with the ability to securely deliver the fastest downloads in the business."

"BuyDRM is a widely-recognized global leader in the Content Protection and DRM industries," said Josh Pressnell, Penthera CTO. "With this deep integration mutual clients can quickly optimize their user experiences with studio-mandated DRM onboard."

Penthera and BuyDRM will be attending IBC 2019 where they will be available for meetings. To book a meeting visit:

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

https://info.penthera.com/ibc2019

ABOUT BUYDRM

BuyDRM ™ is a leading global provider of multi-DRM (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. In 2018, Frost & Sullivan awarded BuyDRM the 2018 Global Content Protection Entrepreneurial Company of the Year Award. Since 2001, BuyDRM has amassed substantial success stories for many of today's most recognized brands in media including ABC (Australian Broadcasting Corporation), BBC iPlayer, BBC Studios, BBC iPlayer Radio, Blizzard, EPIX, FuboTV, Sony New Media Solutions, Sony Crackle, TubiTV, Warner Brothers, Showtime and Zee5.

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

ABOUT PENTHERA

Penthera is a global software company that develops and deploys products facilitating the delivery of TV shows, movies and other video content over wireless networks to mobile devices. Led by Michael Willner, Chairman and CEO and Dan Taitz, President and COO, Penthera's Download2Go solution allows consumers to watch video content when they don't have access to a suitable internet connection.

For more information, please visit https://www.penthera.com/.