



DIGITAL RIGHTS MANAGEMENT

From broadband to portable devices Technicolor Electronic Distribution Services' DRM solutions enable you to securely deliver, track and profit from digital media in almost any way you can imagine.

SERVICES

- Content Protection
- IPTV
- VOD
- White Label Music Downloads and Subscriptions
- Media Management
- E-Commerce
- Integration and Customization
- Content Delivery
- Download Network – Secure Grid Accelerated Delivery

FEATURES & BENEFITS

- Unencrypted content never leaves your facility
- Integrates with existing billing systems, CRM and customer portals
- Integrates with leading platforms: .NET, PHP, J2EE and more
- Adjust sales parameters in real-time
- Robust business rules management
- Real-time sales and license usage reporting
- Coupon system for promotional content
- Encryption of live streams and integration with leading encoding appliances

Technicolor Electronic Distribution Services offers DRM solutions that are used by global media and broadband companies to protect, transact and facilitate consumer-friendly content acquisition worldwide. Our customers include content aggregators, portal operators, major studios and leading broadband and mobile operators.

Technicolor's solutions cover all aspects of the digital delivery process. XML/Web Service-based tools are used for managing, ingesting, monetizing and delivering digital media to enterprise systems. Integration with Microsoft's SQL Server enables ease of integration with third-party and in-house systems.

DRM IMPLEMENTATION OPTIONS

ASP

Technicolor's ASP model is a simple-to-use web-based application that guides the user through the protection process. By using our client-side packager, content owners maintain control of their unencrypted content while benefiting from Technicolor's managed services. Our DRM Dashboard maintains the license rules and provides detailed reports. Licenses are acquired through Technicolor's own license servers hosted in multiple data centers. Customers enjoy the benefit of immense scalability, zero infrastructure cost and near zero time to market. Technicolor offers a flexible transition to its DRM Appliance for customers wishing to evaluate the technology before deploying rights management infrastructure in-house.

Self-Hosted

Licensing Technicolor's DRM Suite grants the user complete control and flexibility. The DRM Suite allows you to integrate and control the entire DRM process from the packaging of both live and on-demand files,

to the integration of license servers within your own facilities. Some of the largest cable and broadband suppliers in the US and throughout the world have selected Technicolor's DRM platform to fulfill their content protection needs.

API

Technicolor's DRM Suite is designed for ease of integration with fulfillment, subscriber management and multiple payment platforms to enable retailers, content aggregators and mobile and broadband operators to rapidly deploy digital download and streaming services. Our API allows for complete integration with virtually any system your organization may have.

Technicolor DRM Packager

The Technicolor DRM Packager represents a new generation of encryption solution and sets the standard for flexibility of content encryption. With the ability to reuse keys, package groups of files with the same key and set individualization requirements in an easy-to-use application, there isn't a better tool to protect your media. As a stand-alone Windows-based application, content providers retain control of all unencrypted masters, eliminating exposure to data theft and outsourcing time and costs. Technicolor's DRM Packager is also available in a full "batch mode" version for bulk packaging and automation.

Technicolor Stream Packager

The Technicolor Stream Packager is designed to ease the delivery of DRM-protected live streams. Stream Packager protects multiple live Windows Media streams in real-time while allowing the content owner to select the encoding hardware of choice regardless of its DRM support. Stream Packager allows live content to enjoy the same DRM options as on-demand content for key reuse, license pre-delivery and individualization requirements.

TECHNICOLOR DRM FOR LIVE STREAMING

