



# Content Security



## DRM FOR PRODUCTION HOUSE CONTENT TILL DELIVERY

### PROJECT SCOPE

- // Applying DRM to protect content delivery from the production house to movie theaters

### SOLUTION HIGHLIGHTS

- // The content is encrypted in the production house and distributed to the theaters and TV studios using standard FTP.
- // At a later stage the keys are distributed via DRM licenses.
- // Content is embedded with a watermark to identify the source of any leaks

### BUSINESS VALUE DELIVERED

- // Built a robust security design that was approved by the content rights holders.
- // Demonstrated how LTTS' DRM solution can be ported from PayTV to multiple other content domains
- // Revenue protection of \$100Mn by securing content from film piracy



## ROLL-OVER OF A SMART CARD CLOCK FOR 100 MILLION+ STBS RESULTING IN \$1 BILLION SAVINGS



### PROJECT SCOPE

- /// To reset the smart card clock which was approaching the end of its life counter

### SOLUTION HIGHLIGHTS

#### “Secure Rollover”

- /// The counters in the card were reset. The reset was done while preserving all the service expiration dates and viewing periods, without compromising the operational security

### BUSINESS VALUE DELIVERED

- /// Protected over \$1 Billion in revenue
- /// Made all the server side and client side (over 100M STBs) adjustments without any downtime
- /// Helped broadcasters avoid expensive smart card replacements



## ASIC DESIGN OF SECURE CHIP MODULE RESULTING IN OVER \$1 BILLION REVENUE PROTECTION

### PROJECT SCOPE

- // Design of secure ASIC chips that are used in PayTV Smart Cards
- // Anti counterfeit chip deployment on the board

### SOLUTION HIGHLIGHTS

- // Complex cryptographic modules
- // Secure processing
- // Security built in during all phases from design through post production

### BUSINESS VALUE DELIVERED

- // Protected over \$1 Billion in revenue across multiple operators
- // Provided in-built security during all the phases from design to post production
- // Designed over 15 secure ASIC chips that are used in PayTV Smart Cards



## DIGITAL RIGHTS MANAGEMENT FOR E-BOOKS RESULTING IN \$2M REVENUE PROTECTION



### PROJECT SCOPE

- // To protect published content (daily newspapers and e-books) using DRM
- // Content support on dedicated devices and iPad applications

### SOLUTION HIGHLIGHTS

- // Reapplication of LTTTS' DRM HE to provide DRM protection for printed matter
- // Sharing of content across customer devices and roll-out of freemium models

### BUSINESS VALUE DELIVERED

- // Protected over \$2 million in revenue
- // Assisted in launch of a secure e-publishing platform
- // Assisted the publisher in building new revenue models for digital publishing





## MULTI DRM INTEGRATION AND HARDENING

### PROJECT SCOPE

- // Protect content for a TV operator using multiple DRM protocols
- // Protect DRM license beyond the in-built protection provided by the DRM vendor

### SOLUTION HIGHLIGHTS

- // Defined a common protocol and rights language that all DRM vendors could comply with
- // Implemented an easy-to-use, yet highly secure solution to ensure authenticated access to the content
- // Monitored devices to identify cases of 'credential sharing'

### BUSINESS VALUE DELIVERED

- // Assisted TV operator in protecting content by using multiple DRM protocols
- // Ensured license immunity against numerous popular hacks
- // Added extra security points and verification to the DRM servers

 Thank You 

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