







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

- 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





PROJECT SCOPE

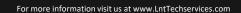
To reset the smart card clock which was approaching the end of its life counter

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

- 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

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

- 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'

- 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

