

DRM Technology Features

From packaging, through delivery to playback, DRM offers end-to-end protection of high-value digital content through extensive security features, such as strong encryption, built-in tamper-resistance, and proven, renewable client technology.

Adaptation to different business rule changes

With DRM, the content is separate from the rights. This means content owners can change the business rules associated with the content without re-encoding or re-packaging.

Support for multiple usage rights

Content owners have the ability to issue licenses for playback of a specific duration, playback during a specific window of time, and to limit the number of plays for each media file distributed.

Support for multiple business models

Models such as rental, subscription services, content syndication, content transaction and promotion, pay-per-view and video on demand.

Support for multiple content delivery modes

Secure content can be distributed content via streaming (live or on-demand), downloads, physical media or peer-to-peer file sharing networks.

Back-end system interoperability

DRM systems are built to integrate with existing systems such as clearinghouses, payment systems, retail storefronts, databases, customer relationship management software, and other essential commerce systems.

Scalable Deployment Solution

A DRM system allows an Internet music or movie subscription business to scale as consumer demand for safe, legal, and secure digital content takes off. Scalability is provided both in the overall platform architecture and via specific features such as group packaging, subscription licensing rights, and batch processing of content files.

Portable Device Support

The evolution of digital media is moving beyond the PC at a rapid rate. Consumers want to take their music with them wherever they go. As connected and non-connected audio and video devices become more prevalent, it becomes critical to enable new business models that take advantage of consumer demand. Content rights holders are quickly seeking proven, reliable methods to deliver their content securely beyond the PC. To secure the content on consumer devices, DRM platforms should enable chip and consumer electronic device manufacturers to include it into their consumer devices and to keep content secure. DRM systems should be flexible enough so that content rights holders can determine the rules for which they want to deliver content to devices. Thus device manufacturers are able to provide complete DRM solution on their devices that will meet the needs of consumers.