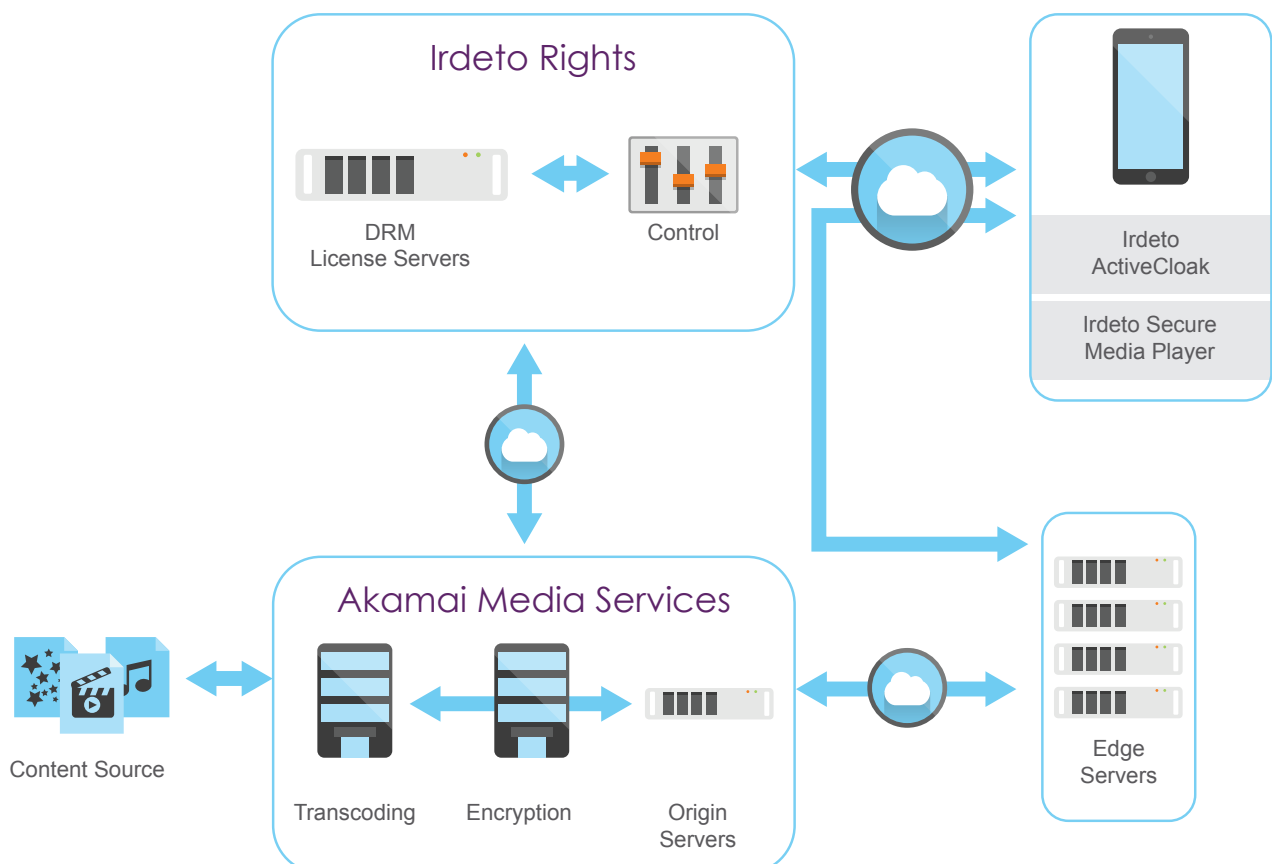


# Irdeto and Akamai Video Delivery Solution

It's clear that consumers see value in multiscreen video. While initial multiscreen deployments have been successful, service providers remain under pressure to evolve their offerings to be competitive. Advanced multiscreen services today include both VOD, time-shifted, and live content resulting in complex ingestion and delivery workflows. This complexity combined with the need to scale quickly to address new customers and new content makes it difficult to cost effectively deliver a solution using internal infrastructure. By transitioning from an architecture based on internal resources and infrastructure to a model leveraging best-of-breed services, service providers can achieve a new level of scalability, security and cost-effectiveness.

Irdeto, a leader in digital platform security, and Akamai, the leading provider of cloud services for secure, high-performing user experiences on any device, have come together to create a unified video delivery solution to address the needs of both VOD and live services. The resulting solution simplifies the preparation of online media with transcoding, digital rights management, and dynamic packaging while reaching end devices with a highly reliable, best in class playback experience.



The joint solution consists of the following components:

1. **Akamai Media Services:** Akamai's cloud-based media processing services offer high quality content preparation to reach the ever-growing array of video devices through an efficient turnkey media solution within a secure and open media workflow. Akamai Media Services include one-stop content preparation and packaging for multiple platforms and content protection technologies for both live and on-demand media workflows. Media Services tie in smoothly with Akamai's Content Delivery solutions for superior quality video streaming and viewing experiences. Key benefits include:
  - Fast content additions with an automated end-to-end content preparation workflow
  - Multi-devices, multi-browser, and multi-format support from a single source via cloud-based video transcoding and packaging
  - MPAA-certified Digital Rights Management (DRM) enabled workflows
2. **Akamai Media Content Delivery:** Built on the Akamai Intelligent Platform™, the world's largest CDN with over 175,000 globally distributed Edge Servers located within a single hop of 85% of the world's internet users. Provides high-performance, highly reliable HTTP delivery of media content to address fixed or mobile networks at varying connection speeds. Offers superior scalability, reliability, availability and reach with support for download-based delivery and adaptive bitrate streaming formats including Apple's HLS, Adobe's HDS, Microsoft's Smooth Streaming, and MPEG-DASH. Key benefits include:
  - Capacity and scale to meet the challenges of large online audiences with 100% availability SLA
  - Ability to reach audiences on any device with support for a wide range of standard protocols
  - Analytics quality, traffic, visitors, URLs and more for both on demand and live media video content streaming



3. Irdeto Rights: This solution consists of server and client technologies working together to enable service providers to securely distribute video and manage DRM entitlements to a wide range of consumer devices.
- Irdeto Rights & Rules Manager is a managed service for securing content for Internet delivery and managing how that content is consumed. Key benefits include:
    - *Delivers advanced security capabilities including consumer authentication, content encryption, session management, and delivery of DRM licenses to consumer devices (PlayReady, Adobe PrimeTime and Widevine)*
    - *Provides an additional layer of protection by enabling operators to further refine/restrict access to their content through policies, geo-blocking, IP white/black lists, parental Control, and device management*
  - Irdeto ActiveCloak (optional) provides a robust (secure) implementation of the DRM on iOS and Android devices. Key benefits include:
    - *A secured, studio-grade DRM client with additional security enhancements including Jail-break detection and Universal Downloader protection.*
    - *The implementation is secured by using Irdeto software security technologies including software obfuscation (transcoding), White-box, Integrity Verification, Anti-Debug, and code encryption.*
  - Irdeto Secure Media Player (optional) is a turn-key secure player for Android. It provides world-class security and an optimal end-user experience on Android 4.0+ devices. Key benefits include:
    - *Full compliance with the HLS v3 protocol and secured by studio-grade security features of Irdeto ActiveCloak*
    - *Market leading consumer experience with stream glitch masking, advance audio/video synchronization, jitter reduction and best in class startup time, seek times and bit-rate switching latency*

For devices which do not require a robust player, operators may choose to use the Akamai Adaptive Media Player for web or app-based streaming playback requirements.



<http://irdeto.com/solutions/solutions.html>



<http://www.akamai.com/html/solutions/media-delivery-solutions.html>