

## Protect Your Revenue and Intellectual Property

With the proliferation of video-capable smartphones and tablets, content owners require evolving technology to reduce the ways in which people can use that content, such as making copies or downloading.

While Digital Rights Management (DRM) will continue to be an integral tool for content providers to safeguard their products from piracy and revenue streams, rising demand for content on-the-go poses challenges to offer speedy delivery, flexibility for new formats and platforms, and evolving business models.

## Verimatrix VCAS & Irdeto Multi-DRM

Verimatrix's Video Content Authority System (VCAS™) offers a field-proven and award winning multi-network DRM solution for IP, broadcast, and hybrid networks.

Irdeto's Multi-Screen solution include a DRM and streaming agnostic, open platform solution for securing content for delivery over IP. Add in support for ActiveCloak™ for PlayReady and Secure Key Exchange for your content to meet the demands of studios, operators, and consumers.

These tools support digital TV operators to address the new opportunities arising from the accelerating convergence of video delivery over a multitude of devices. They support various video and DRM formats while providing a harmonized cross-network entitlement management.



## Cloud DRM , integrates with SwiftCoder & SwiftMedia

Conversant partners closely with partners such as Verimatrix to provide Cloud DRM solution, a cloud-based service for faster and easier deployment of the winning solution anywhere and anytime. It also saves the technical and time-consuming challenges of setting up the licensing and implementation both for live and video-on-demand content.

Most of all, it is designed to integrate seamlessly with SwiftCoder and SwiftMedia suite of OTT solution. It is also available for iOS and Android tablets and smart phones, PC/MAC computing platforms, connected STBs and smart TVs to bring you all these advantages :

- Designed and optimized for streaming service delivery
- Advanced key management, already proven in 500+ IPTV deployments
- Trusted technology facilitates content licensing process and time-to-market
- Flexible business models with license recycling
- Head-end domain management (cross DRM, cross network)
- Ease of integration with both head-end components as well as CE devices
- System modularity, stability and cost effective scalability
- Future proof platform : ready for IPv6, 4K/Ultra HD video ,MPEG-DASH ready soon

## BENEFITS

- Cloud-based DRM for content protection anytime, anywhere
- No setting up and implementation needed
- Available on multiple platforms and devices
- Saves time, effort and resources
- Save CAPEX and OPEX
- Award-winning and future-ready proven solution
- Integrates seamlessly with SwiftCoder and SwiftMedia OTT solutions
- Flexible business model, pay-as-you-go service



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