Digital Rights Management

Protect your high-value VOD assets with DRM packaging in the cloud

Digital rights management (DRM) is an essential technology for combating the piracy, copying and converting of high-value video assets. But DRM software is quite fragmented in the ABR space, and keeping up with new viewing devices, new platforms and new circumvention methods is a significant challenge. While it would be ideal to have a unified DRM technology that can cover the widest range of use cases, there is no universal platform or common standard for all scenarios. No wonder that deploying a comprehensive on-premise DRM solution complicates the workflow — and adds expense.

Encoding.com takes the sting out of DRM file processing. By linking your ABR workflow to our powerful processing service, you can package your VOD files with the industry's leading DRM platforms — or a proprietary system — without adding unnecessary complexity and cost to your operation.

As one of our many available microservices, DRM encryption and packaging is easily integrated within the Encoding.com workflow via our API. Following the ingest of your assets, the files are encoded for MPEG-DASH and HLS streaming. The content encryption key (CEK) for your preferred DRM platform

is used to encrypt and insert the DRM metadata into the file manifest, and the CEK is registered with the appropriate Key Management Server (KMS). We integrate with all of the leading third-party KMS via either proprietary or developing standards such as the Content Protection Information Exchange (CPIX) format. After the processed, encrypted and validated assets are delivered to your destination, we send you a detailed job report via your API.

DRM PLATFORMS

Encoding.com supports the most common DRM platforms for feature films and other high-value VOD assets: Google Widevine, Apple Fairplay and Microsoft PlayReady.

Widevine provides the ability to license, distribute and protect the playback of content on Android mobile devices and Google Chrome web browsers. It is used by many of the world's most prominent content creators and streaming platforms, including Amazon Video, Netflix, Spotify and the BBC.

Fairplay secures the delivery of streaming media to devices through the HLS protocol. The technology protects playback on iOS and tvOS devices, and Safari running on iOS and macOS.

Video asset protection across the widest range of devices, including mobile, desktop, IPTV and OTT

Support for the most common DRM platforms, including Google Widevine, Apple Fairplay, Microsoft PlayReady and Adobe Primetime
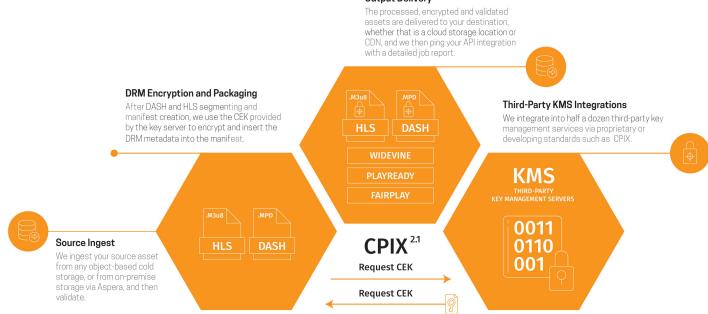
Easy integration of your workflow to the cloud with the Encoding.com API

Get to market fast with fully protected VOD content

DRM ENCRYPTION AND PACKAGING IN THE ENCODING.COM ABR WORKFLOW

Output Delivery
The processed, encrypted and validated assets are delivered to your destination, whether that is a cloud storage location or CDN, and we then ping your API integration with a detailed job report.

DRM Encryption and Packaging
After DASH and HLS segmenting and manifest creation, we use the CEK provided by the key server to encrypt and insert the DRM metadata into the manifest.

Third-Party KMS Integrations
We integrate into half a dozen third-party key management services via proprietary or developing standards such as CPIX.

.M3u8 .MPD
HLS DASH

WIDEVINE
PLAYREADY
FAIRPLAY

KMS
THIRD-PARTY
KEY MANAGEMENT SERVERS

0011
0110
001

Source Ingest
We ingest your source asset from any object-based cold storage, or from on-premise storage via Aspera, and then validate.

.M3u8 .MPD
HLS DASH

CPIX ^2.1

Request CEK
Request CEK

Transcoding and encryption in the cloud with Encoding.com simplifies the DRM workflow.

PlayReady is the widest deployed content protection technology in the world, used by most major online video services today and operating on more than four billion devices. It can be incorporated into media applications on televisions, set-top boxes, mobile phones, tablets, personal computers and other devices.

Encoding.com also supports the BuyDRM KeyOS, iStreamPlanet Atlas, SkyDRM and Viaccess-Orca DRM platforms. Whether you're already using one of these or deciding which way to go, we've got your covered.

SIMPLE INTEGRATION
Encoding.com offers the most mature, well-documented and feature-rich cloud encoding API on the market, simplifying the ability to move your ABR processing to the cloud. We can integrate with your CMS, MAM or post-production application, and offer XML templates for all popular devices. To further simplify the integration process, our API Builder helps generate properly formatted XML files to test your JSON or XML requests before writing a single line of code.

DRM PLATFORM COMPATIBILITY

		ADAPTIVE BITRATE FORMATS				
		MPEG-DASH	HLS	fmp4	Advanced fmp4 (DASH/HLS/HSS)	MSS
DRM	Widevine	Yes	Yes	Yes	Yes (DASH/HLS)	No
	Fairplay	No	Yes	Yes	Yes (HLS)	No
	Playready	Yes	Yes	Yes	Yes (DASH/HLS)	No

With more than one trillion API requests processed and a billion videos encoded, Encoding.com stands as the world's largest and most trusted provider of high-volume, cloud-based video processing services. We pioneered transcoding-as-a-service more than a decade ago, empowering the world's largest Media & Entertainment, Cable, Broadcast and Technology brands to monetize and deliver superior-quality VOD content to all mobile, desktop, IPTV and OTT platforms. Based in San Francisco, with offices in Aspen, CO, New York and St. Petersburg, Russia, we operate in public and private cloud data centers around the globe, assuring the fastest possible turnaround times for every client so that they can get to air first, grow their audience and stay ahead of the competition. For the latest news, please visit www.encoding.com and follow them on Twitter https://twitter.com/encodingdotcom.