

Enhanced multi-digital rights management with Irdeto Control and Zixi Software Defined Video Platform (SDVP®)

IRDETO'S WORLD CLASS MULTI-DRM PLATFORM BUNDLES ZIXI

AT A GLANCE

KEY FEATURES:

- **DRM Security:** Supports Microsoft PlayReady, Google Widevine Modular, and Apple FairPlay Streaming for comprehensive content protection.
- **Content Encryption:** CPIX 2.3-compliant interface with AWS SPEKE 2.0, track-type support, and frequent key rotation.
- **Streaming Formats:** Compatible with HLS, MPEG-DASH, Smooth Streaming, and CMAF.
- **Delivery Methods:** Enables Live Streaming, VOD, Download & Go (including offline rental), and Catch-up TV.
- **Consumer Authorization:** Features Session Token management, Geo-blocking, and Concurrent Stream Controls for secure access.
- **Infrastructure (AWS SaaS Deployment):** Geodiverse, multi-region deployment with Kubernetes-powered autoscaling for high availability.
- **AI-Powered Piracy Detection and Prevention:** Leverages advanced AI to detect and mitigate unauthorized access in real time, with frequent key rotation for high-value live sports content

ADVANCED CONTENT SECURITY FOR EVERY APPLICATION

In the rapidly evolving streaming landscape, media companies face significant challenges when delivering secure, high-quality video across multiple devices and browsers without compromising the user experience. Pay-TV operators, studios, sports rights holders and streaming applications require a robust multi-DRM solution to protect premium content and enable flexible monetization models that cater to growing subscriber demands. Irdeto addresses these needs with industry-leading technology, ensuring premium content security, scalability to adjust for peak traffic during high-profile events, and reliability to maintain viewer trust. By supporting Microsoft PlayReady, Google Widevine, and Apple FairPlay Streaming, alongside advanced tools such as watermarking and piracy detection, Irdeto Control provides a comprehensive content protection framework.

Irdeto's cloud-based multi-DRM solution, Irdeto Control, supports various monetization models including live, FAST and SVOD, allowing companies to adapt quickly to market trends and launch new offerings with ease. With high-throughput, low-latency license delivery and industry-leading uptime, Irdeto Control ensures seamless integration into existing platforms, reducing complexity and enabling faster time to market.

SEAMLESS INTEGRATION WITH ZIXI FOR SECURE, SCALABLE AND FLEXIBLE CONTENT DELIVERY

The integration of the SDVP's live video transcoding and ultra-low latency technology with Irdeto Control offers a seamless and secure way for joint customers to deliver real-time live content. This collaboration ensures robust protection of premium video assets across devices and platforms, meeting the stringent security and compliance standards demanded by studios, rights holders and OTT providers. Bundling Zixi with Irdeto's advanced multi-DRM capabilities, customers can implement complex business rules, such as geo-restrictions and concurrent stream limits, while safeguarding against piracy with real-time detection and prevention measures.

With Zixi's CPIX-compliant platform, customers can natively leverage Irdeto DRM without the need for additional third-party systems, enabling a fully integrated and highly secure content delivery workflow. This streamlined approach enhances security and simplifies operations, providing a scalable, reliable and efficient solution for premium content distribution. Together, Zixi and Irdeto empower media companies to offer a superior viewing experience, protect revenue and address piracy threats effectively.

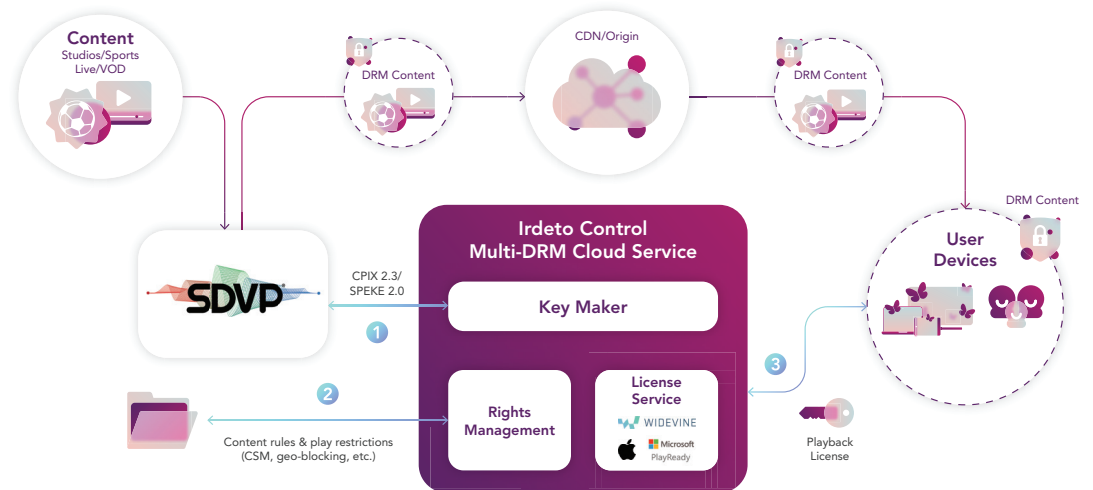
IRDETO CONTROL INTEGRATED MULTI-DRM

- Boost revenue with versatile rights management and effective credential-sharing controls.
- High availability and scalability with industry-leading SLAs (up to 99.999%) and auto-scaling to manage traffic spikes.
- Deliver high-quality service and support global OTT service expansion anytime, anywhere.
- Fast time to market for new services, client devices and DRM features.
- Fully managed, pay-as-you-grow cloud service.
- 24x7 monitoring with dedicated customer support.
- 30 Billion DRM transactions per month.
- 50ms or less response time.
- 120,000 Requests Per Second (RPS) or more throughput.



LEVERAGE ZIXI AND IRDETO TO DELIVER ULTRA-LOW LATENCY FEEDS

- This integration allows content creators and distributors to leverage Zixi's industry leading video over IP technology proven with over 15+ years of experience and trusted by over 1400+ media customers in 100+ countries to deliver and contribute video to and from global markets via the cloud and take advantage of its unique features. The SDVP and the Zixi protocol utilize a variety of techniques including adaptive FEC and ARQ to ensure error-free video transport, automatically adjusts to varying network conditions, maintaining stream continuity and optimal quality
- Zixi's ultra-low, dynamic latency capabilities are designed to deliver high-quality live video at sub-second worldwide transport latencies, ensuring near-instant delivery of live video making it ideal for applications like live sports, live linear broadcast and FAST
- Zixi is video aware and compresses null packets for up to 50% less bandwidth and 95% less compute requirements, while being 14x more port efficient
- Patented Hitless Failover, techniques that create a coherent stream from multiple fragments, ensuring uninterrupted delivery even if one path fails
- Security - Zixi security is best in class, with both AES ciphers with up to 256-bit encryption, password protection and leveraging DTLS to validate endpoints



1. A speedy content packaging pipeline is easily set up thanks to Irdeto Control Key Maker's pre-integration test with major encoders/packagegers

2. Business policies, including content rules and play restrictions, are configured via the Rights Management system, which provides both API and HTML5 web user interface.

3. Irdeto Control License Service issues playback licenses upon the requests from the user device if it is decided that the user is entitled to the requested content.

ABOUT IRDETO

Irdeto is the world leader in digital platform cybersecurity, empowering businesses to innovate for a secure, connected future. Building on over 50 years of expertise in security, Irdeto's services and solutions protect revenue, enable growth and fight cybercrime in video entertainment, video games, and connected industries including transport and infrastructure. www.irdeto.com | Communications@irdeto.com

ABOUT ZIXI

Zixi provides the cloud based and on-premises Software-Defined Video Platform (SDVP®) that enables reliable broadcast-quality video delivery over any IP network, any protocol, any cloud provider and any edge device. The company offers technologies for broadcasters, enterprises, over-the-top video providers, sports leagues, service providers, cable operators and Telcos around the world, giving them the lowest TCO in the industry. Many of Zixi's clients are delivering and managing thousands of streams, and there is no other alternative in the market that can provide 99.999%+ reliability at scale. Zixi simplifies building and managing congestion-aware live video routes on any network, with support for 18-protocols across any operating environment, with products that are purpose built to provide market leading performance, universal interoperability and an operational control plane that simplifies management and orchestration at scale. With 15+ years of innovation and expertise, the Zixi Enabled Network has grown to over 1400+ media customers and 400+ OEM and service providers that deliver 20,000+ channels daily, with 110,000+ deployed instances in over 120 countries, gathering over 9 billion data points a day while delivering over 100,000 live sporting events a year. This powerful ecosystem of the largest media organizations in the world exchanging live video allows for the creation and acceleration of new content acquisition, business models, and opportunities to reduce cost and generate revenue. www.zixi.com | sales@zixi.com