Digital Rights Management (DRM)

Secure Content in a Cloud-based Video Workflow

Increasingly, Pay TV operators, broadcasters, and OTT providers are turning to cloud-based workflows to securely deliver live and on-demand video content to consumers.

Video providers need a scalable and cost-effective way to convert and package video content into various formats, and to securely distribute it for viewing on different devices.

AWS Media Services are cloud-based services with pay-as-you-go pricing which provide customers the capability to ingest, process, package, and deliver video content at scale. AWS Elemental MediaLive is a real-time video encoding service and works in combination with AWS Elemental MediaPackage for content origination, just-in-time packaging, and encryption. AWS Elemental MediaConvert is a file-based video transcoding service with packaging and encryption capabilities and may be used independently or with a third-party origin.

DRMtoday is a cloud-based Digital Rights Management (DRM) solution from castLabs that provides complete multi-DRM licensing and access control for a variety of packaging formats to secure playback across a broad range of client devices. DRMtoday API integration with AWS Elemental MediaPackage and AWS Elemental MediaConvert provides customers with secure, scalable, standards-based solutions for protecting live and on-demand video. MPEG-DASH content with secure, continuous streaming service, are supported in numerous formats.

Live video workflows combine real-time encoding using AWS Elemental MediaLive and just-in-time packaging, origination, and encryption using AWS Elemental MediaPackage with DRMtoday to securely process and deliver linear broadcast and event-based content to consumers.

OVERVIEW

CHALLENGE

- Legacy solutions require complex, time-consuming integration
- Hardware management, upgrades, and obsolescence increase operator CAPEX cost
- Traditional multi-DRM and encoder / packager integrations limit flexibility

SOLUTION

- Single standards-based API simplifies integration and enables an expanded ecosystem
- Enable key server access through IAM role configuration
- Unified support for multiple DRM technologies and packaging formats

BENEFITS

- Eliminates management of complex infrastructure
- Reduces costs with pay-as-you-go pricing
- Accelerates time to market with highly customizable cloud-based solutions

castLabs

"Our DRMtoday API integration with AWS Media Services provides a complete DRM solution to meet strict studio content security requirements."

– Michael Stattmann, CEO castLabs

LIVE WORKFLOW

SOURCE — Live Channel
LIVE VIDEO PROCESSING — AWS Elemental MediaLive
ORIGINATION AND JIT PACKAGING — AWS Elemental MediaPackage
CDN — Amazon CloudFront, 3rd Party CDN
DISPLAY DEVICES
SUBSCRIBER AUTHENTICATION — 3rd Party Subscriber Management Systems
DIGITAL RIGHTS MANAGEMENT — DRMtoday By castLabs
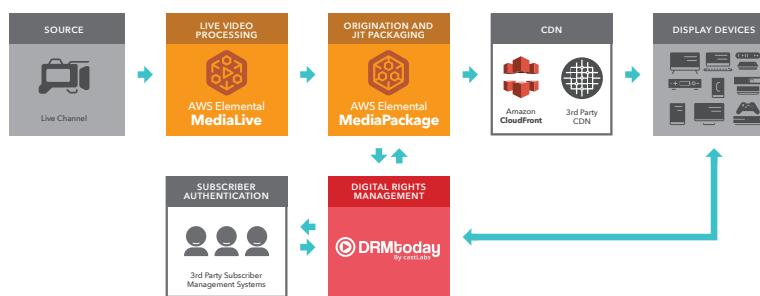
On-demand video workflows incorporate transcoding using AWS Elemental MediaConvert, a file-based video processing service for content library conversion and creation of on-demand assets for broadcast and multiscreen delivery.

Just one API integration is needed with DRMtoday to access all major studio-recognized DRM systems including support for Common Encryption (CENC and CBCS for CMAF). The solution offers extensive licensing protection and access control features for encrypted SD/HD/UHD and other next-gen quality content to ensure streaming services can deliver on consumer expectations. By meeting content-owner security requirements, providers can easily enable content distribution for video subscription, rental, or purchase business models.

Built on reliable multi-region AWS infrastructure, DRMtoday operates as a License Delivery Network. The robust solution provides

dependable high availability and excellent fault-tolerant redundancy using Amazon Route 53 to avoid service outages. Each user can be automatically routed to their closest node, minimizing licensing turnaround times for fast playback. A comprehensive online dashboard is also available for usage reports and analytics to manage licensing activity.

Since 2012, DRMtoday has been trusted by content owners and digital video providers worldwide with billions of licenses delivered. The streamlined licensing platform is a companion service to AWS Media Services, and is deployed on the same proven AWS infrastructure.

The use of cloud-based DRMtoday from castLabs and API integration with AWS Media Services enables video providers to process and deliver high quality video streams for broadcast television and multiscreen devices with the security, scalability, and simplicity of cloud-based solutions and pay-as-you-go pricing.
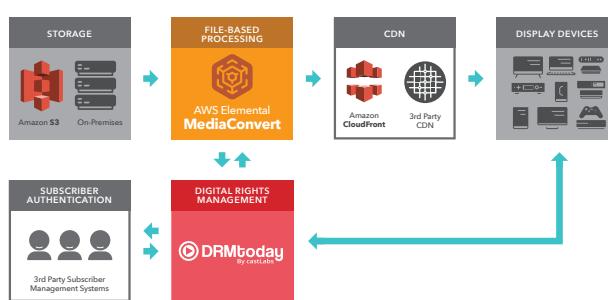
FEATURES

DESCRIPTION

- One simple API to access Widevine, PlayReady, and FairPlay Streaming
- Multi-DRM as a License Delivery Network
- Solution for all screens: distribute secure content to your entire audience

FEATURES

- Straightforward AWS CloudFormation templates for rapid deployment
- Key rotation, concurrent stream monitoring, device filtering
- Hardware security support, output protection control, resolution specific keys

BENEFITS

- Peace of mind: trusted platform with billions of licenses delivered since 2012
- Highly secure: castLabs received Cartesian's Farncombe Security Audit mark
- Convenience: available with pay-as-you-go pricing in AWS Marketplace

Visit AWS Marketplace to learn more about castLabs' DRMToday

FILE-BASED WORKFLOW

503.222.3212 | elemental.com | @elementaltech