



Irdeto Launches ActiveCloak for ePublishing

Dynamic Security Solution Now Available to the ePublishing Industry for Long-Term Protection and Monetization of Digital Content across Any Consumer Device

FRANKFURT and NEW YORK – October, 13, 2011 – As the next step in providing an end-to-end dynamic security solution for owners, distributors and enablers of premium digital content, [Irdeto](#), a global software security and media technology company, announced today the launch of its new [Irdeto ActiveCloak™ for ePublications](#) solution at both the [Frankfurt Book Fair](#), the largest book and media fair in the world, and [Digital Content Monetization East](#) (DCM East), a premiere industry summit focused on sustainable, multi-platform delivery of digital content. The new solution is already in implementation with one of the industry's top online publishing companies, to be publically revealed at a later date.

“We launch Irdeto ActiveCloak for ePublishing today with the certainty that publishers cannot fully monetize digital assets without a dynamic security solution,” said **Martin Sendyk, SVP of products at Irdeto**. “History has shown us that every digital asset or device that is of economic or technical consequence is eventually hacked, without exception. The static security methods commonly used by the publishing industry are unfortunately insufficient to protect the long-term value of the ePublishing business model. At this critical time, we introduce ActiveCloak for ePublications as a solution to enable both the reactive reduction and proactive prevention of digital piracy.”

As digital publication sales continue to experience rapid growth alongside the adoption of new consumer devices, digital piracy problems are accelerating. With more eBooks now being sold than paper ones, many in the publishing industry do not fully appreciate the threat of digital piracy and have not taken sufficient steps to prevent it. Irdeto ActiveCloak for ePublishing, the first solution of its kind for the publishing industry, has the unique ability to protect premium content on all popular platforms and devices by applying state of the art layered security technologies with diversity and renewability.

Irdeto, a wholly owned subsidiary of publishing and internet company [Naspers](#), has been protecting content for rights holders and distributors for more than 40 years; first for the pay TV industry, and now in the digital media space. In February of 2011, [Irdeto launched Irdeto ActiveCloak for Media](#), the first and only dynamic security solution to protect and monetize digital entertainment assets from catch-up TV to premium movies. In September, the company announced that [the overall functionality of Irdeto ActiveCloak had been expanded significantly](#) to include any device in a home network or over-the-top (OTT) environment. The company's move

into digital publishing is the result of an unmet publishing industry need as well as the inherent ability of Irdeto ActiveCloak to establish a software-based protection platform for any device and asset.

“Publishers are realizing that digital publishing should be much more than shovelware,” said Bill Rosenblatt, president of [GiantSteps Media Technology Strategies](#). “As they branch out into new business models, they will need content security technology that supports those business models, is cross-platform, and provides robust content protection over the long term. Irdeto’s ActiveCloak is capable of meeting all of those objectives.”

Irdeto ActiveCloak for ePublications benefits distributors of digital magazines, books, textbooks, professional journals and newspapers, providing the [security lifecycle management](#) approach necessary to maximize the monetization of digital assets over their economic life. Adopting the ActiveCloak for ePublishing solution will provide the following advantages:

- Protection of circulation numbers by identifying specific content leaks and eliminating illegitimate sources of content.
- Prevention of margin erosion by frustrating the pirating of content and dramatically reducing the impact of attacks.
- Facilitation of subscription revenue growth and customer relationships by preventing the availability of unauthorized content.
- Preservation of advertising revenue by maintaining existing visibility of readership.

[Marquee solutions](#) where Irdeto ActiveCloak technology is present include Netflix, Sony, Toshiba and Comcast.

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About Irdeto

Irdeto is the most innovative software security and media technology company in the world. Through its dynamic monetization and security technologies, the company allows new forms of distribution for broadcast, broadband and mobile entertainment, as well as for the world’s most popular apps, eStores and consumer devices. Co-headquartered in Amsterdam and Beijing, the company employs more than 1,000 people in 25 locations around the world. Irdeto is a subsidiary of multinational media group Naspers (JSE: NPN). Please visit Irdeto at www.irdeto.com

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