



Irdeto Expands ActiveCloak™ for Media Solution Portfolio to Address Need for Dynamic Security on Any Device

Irdeto now enables secure home networking and Over-the-Top delivery of everything from catch-up TV to premium movies on a wide variety of devices, OSes and DRMs

AMSTERDAM, BEIJING and OTTAWA – 10 September 2011 – [Irdeto](#), a global software security and media technology company, today announced its [ActiveCloak™ for Media](#) solution portfolio has been expanded to give pay media operators, content owners and CE manufacturers even greater flexibility in securing digital content inside and outside the home. With this expansion, Irdeto now secures any media application or device used to view content over the top (OTT) or via the home network. This includes any smartphone, tablet, PC, MAC, game console or smart TV across any operating system and DRM, opening new business opportunities for operators to increase customer loyalty and generate new revenue.

Additionally, Irdeto unveiled a turnkey, end-to-end offering pairing ActiveCloak for Media's dynamic device security with the advanced content management capabilities of the Irdeto Broadband solution. This unique combination now gives both broadcast and OTT operators a single, studio-approved trusted partner for launching new multi-screen video services or replacing a solution they have outgrown.

Media companies know today's consumers are looking for content anytime, anywhere on their chosen devices, and an associated security breach can create negative press and loss of business. Traditionally, many rely on static DRM approaches that unfortunately can and have been breached, necessitating the adoption of a dynamic security model to break the hacker's business model. Irdeto leverages its [extensive portfolio](#) of [whitebox cryptography](#) patents and studio-approved technology, already deployed in more than two billion consumer devices and applications, to protect the entire media application — including the operator's chosen DRM — from reverse engineering, hacking and, ultimately, piracy. Additionally, Irdeto actively monitors for and can intercept potential hacks before they impact the business. This solution protects the spectrum from catch-up TV to premium movies and is considered a "gold standard" for DRM robustness and content protection by the Hollywood studios, including those behind the UltraViolet™ initiative.

"Building on our successes with market leaders such as Netflix, Comcast, Sony and Toshiba, the ActiveCloak for Media solution enables the secure delivery of licensed content to the consumer's chosen device, reducing the operator's time to market and mitigating the business risks associated with new methods of deploying content both now and in the future," said Martin Sendyk, SVP Products, Irdeto. "Decades of experience protecting pay TV businesses have shown us the importance of providing a managed security service that constantly adapts to changing conditions in order to protect premium content, an insight and experience that many new industry players in the IP content delivery space don't have. This uniquely positions Irdeto to understand and solve the real content security problems of today's pay media players."

Among the most pressing challenges facing operators, content owners and device manufacturers is creating compelling user experiences with content distributed OTT or through home networks, which are the dominant content distribution mechanisms in use today. With the ActiveCloak for Media Home Networking configuration, content is securely distributed from STB to PCs or mobile devices with an ActiveCloak-hardened version of the DTCP-IP standard. With the OTT configuration, catch-up TV or premium video is securely delivered over the Internet to home entertainment or mobile devices. For a more all-inclusive offering, the End-to-End



configuration offers either of the above, or both, in a turnkey solution that delivers the required profile(s) tightly coupled with other Irdeto's solutions, such as Irdeto Broadband or Irdeto Cloaked Conditional Access (CA), and ensures that content flows protected from operator server to consumer.

Irdeto ActiveCloak for Media is based on Irdeto's core Cloakware whitebox cryptography technology and other techniques, as well as Irdeto's more than 40 years of managed pay media security expertise. In addition to its marquis North American and Asian customers, Irdeto has now added Italian digital service provider Televideocom to its list of ActiveCloak customers. Irdeto will integrate ActiveCloak for Media with Televideocom's Microsoft PlayReady DRM-based applications to secure the company's OTT streaming services to iOS and Android devices.

Irdeto launched ActiveCloak for Media in February 2011, taking application protection to a new level with integrated renewability, diversity, integrity verification and piracy monitoring for a wide range of popular content distribution platforms. Support for [Android devices](#) and HTTP Live Streaming technology was added to the platform-agnostic solution on the heels of Irdeto's [BD+ technology](#) acquisition, a move that signalled the company's foray into exploring future online distribution mechanisms.

About Irdeto

Irdeto is the most innovative software security and media technology company in the world. Through its dynamic security and monetization technologies, the company allows new forms of distribution for broadcast/broadband/mobile entertainment, and for the world's most popular app, eStores and consumer devices. Co-headquartered in Amsterdam and Beijing, Irdeto employs 1000 people in 25 locations around the world. It is a subsidiary of broad-based media group Naspers (JSE: NPN). Please visit Irdeto at www.irdeto.com.

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