



## **Irdeto launches End to End TV Everywhere Solution**

*Open Standards Solution Supports Evolution from Broadcast to Broadband Enabling Rapid Launch of Multi-Screen User Experiences*

**AMSTERDAM, The Netherlands – September 14, 2011** – [Irdeto](#), a global software security and media technology company, today announced the launch of its open standards cloud-based TV Services platform complete with reference applications for tablets, smartphones and other iOS and Android devices. Irdeto also announced the launch of its next generation content management solution, Irdeto MediaManager. Together, the end to end solution enables Pay TV operators to deliver on the TV Everywhere promise and offer the next generation in social TV experience.

Optimizing the rich API functionality within Irdeto's broadband, STB middleware and dynamic security solutions, the Irdeto TV Services platform provides operators and content providers with flexible web services that deliver the right content, on the right devices, at the right time. The solution also enables operators to offer sophisticated social media engagement on companion devices through channels such as Facebook and Twitter, meaning consumers can share comments and recommendations that are synchronized to their viewing experience in real time.

Offering search and recommendation, powered by [APRICO Solutions](#), for a real-time personalized discovery experience, the Irdeto TV Services Platform distributes and synchronizes content on any device, breaking the content silo boundaries of VoD, PVR and linear TV. Bridging broadcast and broadband, the solution enables consumer access to the right content from any connected device, video bookmarking across devices and scheduling and programming via STB control on a companion device.

In addition, the Irdeto suite of reference applications allows operators to deliver true engagement and interaction with content so that consumers can play along with their favorite TV programs and live sports games, compete against friends to share the experience, assemble communities around their favorite content and participate in real time interactive polling, gaming and voting. It also means operators can synchronize the consumers' viewing experience with their social interaction on companion devices, which includes tapping into social networks on laptops and on mobile phones, commenting on blogs and forums, and chatting with friends in real time, capitalizing on a growing trend. According to the [Social Media Summit](#) this year, 35 percent of US iPad or tablet use happens in front of the TV.

The reference applications are offered as a white label service or platform as a service for operators and third party developers. They are supported by Irdeto's ecosystem of trusted application development and design partners including [Accedo Broadband](#), [DotScreen](#), [Service2Media](#) and [Ex Machina](#), plus Irdeto also welcomes other partners to work with the company to propagate the solution.

Supporting the Irdeto TV Services Platform, the Irdeto MediaManager content management solution enables operators to scale and monetize multi-screen services across new markets.

Doug Lowther, EVP, Digital TV, Irdeto said: "In a competitive broadcast market, operators must be able to deploy a multi-screen strategy to engage customers, create loyalty and ensure their future survival. By partnering with innovators in the social TV, app development and design space Irdeto is able to help operators rapidly bring to market interactive, personal and social experiences and deliver content to a range of Android devices, connected TVs, iPad and smart phones."

Tom Morrod, Senior Analyst at Screen Digest said "Consumer viewing habits are fragmenting as they increasingly demand to watch digital content across various platforms and devices. In order to adapt to the change in consumer content consumption, content providers must enable premium content stored on the set-top box to be consumed both inside the home and on devices that may be taken outside the home. Ultimately, operators must address the challenges of directly enabling the streaming of content to any device."

Pay TV operators can integrate any combination of Irdeto's services with existing products or capitalize on the Irdeto Broadband solution to control, monetize, secure and distribute content, from source to in-application customer experiences.

For more information about Irdeto's digital TV solutions please visit the Irdeto website at [www.irdeto.com](http://www.irdeto.com).

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#### **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](http://www.irdeto.com).

### **About Irdeto's partners:**

**DOTSCREEN:** is a company that creates, designs and develops interactive applications for connected TV, tablets and smartphones. With a strong focus on user interface, it has already developed various apps such as EPG, VOD, TV portals, infotainment, games, weather and news services. Its clients comprise media (Eurosport International, Euronews, TV5Monde, France24, 20 Minutes), cab/ipTV networks (Bouygues Télécom, Numéricâble) as well as online companies (Specific Media, Qooq, Maxicours).

**APRICO Solutions** is a software company and part of Philips Electronics of the Netherlands. Its patented and award winning recommendation and targeting technology enables a personalized TV experience. APRICO is embedded by customers in the broadcast and Internet industries in various television, internet and mobile platforms. APRICO helps TV viewers to enjoy the exploding wealth of linear and non-linear content and offers unmatched simplicity, advanced and intelligent personalization capabilities. APRICO is fuelled by a massive database of EPG and Internet metadata owned by APRICO Solutions' strategic alliance partner Axel Springer. APRICO enables its customers to offer a compelling TV service that can be monetized through targeted VoD recommendations, highly targeted advertising and increased consumer retention. For more information please visit [www.aprico.tv](http://www.aprico.tv)

**Accedo Broadband** provides applications, tools and services to media, consumer electronics and pay-TV companies globally, to help them deliver the next-generation TV-experience. Accedo's cloud-based platform solutions enable customers to cost-efficiently roll out and manage application offerings and stores for multiple devices and markets.

**Ex Machina** is a leading developer of concepts and technology for online games across web, mobile and broadcast. Since 2001, the company has been dedicated to extending the social context of entertainment by providing turn-key technology for cross-platform, multiplayer and community gaming. Ex Machina offers holistic, end-to-end interactive entertainment solutions. Each solution can be implemented standalone or combined to offer a fully-fledged scalable games platform. Ex Machina helps companies to create social games that run on the Internet, and to distribute them on the web, on mobile, on console and integrated with TV.

### **Links**

Irdeto site: [www.irdeto.com](http://www.irdeto.com)

Irdeto on Twitter: <http://twitter.com/#!/Irdeto>

Irdeto TV Everywhere Blog: <http://tveverywhere.irdeto.com/>

Irdeto Broadband featured in XX magazine:

Irdeto on Wikipedia: <http://en.wikipedia.org/wiki/Irdeto>

### **Tags**

#TVEverywhere, #TVE11, #Android

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