



## RON BAKER TAPPED AS CHAIRMAN OF BUYDRM

Appointment announced on the heels of a record setting quarter for newly incorporated BuyDRM, Inc.

**September 9, 2016 – Austin, TX USA** – BuyDRM, Inc., a prominent innovator in Digital Rights Management (“DRM”) and Content Security Services, has named Ron Baker as Chairman of the Board. This board expansion exemplifies the continued growth enjoyed this year by the Austin-based company.

Mr. Baker is a veteran technology executive with 25 years of experience in the industry successfully leading five different companies as CEO, CFO or Chairman. He most recently served as a Venture Investment Consultant with Liberty Global Ventures before joining BuyDRM in 2014 as a strategic advisor. At BuyDRM, his focus is on evaluation of all strategic options to enhance shareholder value, honing the BuyDRM brand and reputation by developing key talent and expanding the company’s capabilities across all areas of the business. Mr. Baker holds a M.B.A. with honors from the University of Mississippi and undergraduate degrees in economics and engineering technology from Louisiana Tech University.

“I’m honored to be appointed to the chairmanship and I look forward to leading the board as it works with management to continue building on BuyDRM’s recent momentum in the market,” said Mr. Baker.

The continued customer base expansion and revenue growth at BuyDRM, Inc. (formerly a subsidiary of Texas corporation, NFA Group, and now a Delaware corporation), has led to sustained resource and product enrichment under the helm of Christopher Levy, founder and CEO. This success supports the appointment of Baker as Chairman of the Board and will drive further innovation going into 2017.

“Ron has been an invaluable friend and counselor since his affiliation with BuyDRM,” said Levy. “He brings a strong sense of purpose, strategic leadership and business insight. His clear focus on all stakeholders is vital to the pulse beat of the company.”

The appointment of Ron Baker comes at an important time for BuyDRM, Inc., as it prepares to launch several new products, including



the rollout of its KeyOS™ OTT Suite for delivering and protecting premium video content. The KeyOS OTT Suite is a single-supplier solution for encoding, encrypting, packaging, licensing and playing DRM protected, high-value media content.

Email [info@keyos.com](mailto:info@keyos.com) for more information.

## **ABOUT BUYDRM**

BuyDRM™ is a leading provider of Digital Rights Management and Content Security Services for the media, entertainment, enterprise and transportation industries with customers spanning the globe. With 15 years of market-leading experience implementing commercial DRM solutions and media technologies, BuyDRM has amassed substantial success stories for many of today's largest brands.

OTT and IPTV operators, television networks, movie studios, cable MSO's, telcos, and premium content distributors use the BuyDRM™ award-winning KeyOS™ DRM Platform to provide robust content security for their IP video offerings to a variety of connected devices. BuyDRM's customers include BBC, NBC Universal, Sony Pictures Entertainment Television Networks, Sony Crackle, Warner Brothers, HBO GO Latin America, HBO Connect, Microsoft, By Deluxe, Vubiquity, SC Johnson, Liberty Global, Philo, ShowMax, AMC Networks, and Lufthansa Industry Solutions.

<http://www.buydrm.com>