

Zee5.com and WIDEVINE

“Over A Billion Served”



Christopher Levy
CEO & Founder
[BuyDRM](#)



Agenda



- ZEE Entertainment Enterprises Limited – [Zee5.com](https://www.zee5.com)
- [BuyDRM](#) – The KeyOS Multi-DRM Platform
- Global Content Piracy Demands Strong Content Protection
- Challenges Deploying Digital Media In India
- [KeyOS](#) “Widevine Everywhere” Solution For Zee5.com





Zee Entertainment Enterprises Limited

- **Founded in 1991 by Subhash Chandra**
- **Subsidiary of Essel Group – Founded in 1926**
- **One Of India's Largest Media Companies**
- **Broadcasting, Cable, Publishing, Movie Production**

ZEE houses a library of over 250,000 hours of television content. With rights to more than 4,200 movie titles from foremost studios and of iconic film stars, ZEEL houses the world's largest Hindi film library.

ZEE's OTT platform, ZEE5 has 100,000+ hours of catch-up content and 90+ live TV channels. The company has a strong presence in the movies and music space through ZEE Studios and ZEE Music Company respectively.

ZEE and its affiliate companies have leading presence across the media value chain including television broadcasting, cable distribution, direct-to-home satellite services, digital media and print media amongst others.

www.Zee5.com





BuyDRM

- Founded in 2001 by Christopher Levy
- Subsidiary of BuyDRM Inc.
- Industry-Leading Provider of DRM Services & Solutions
- Home Of The **KeyOS Multi-DRM Platform**
- DRM Packager, DRM Server, Secure Player SDKs



ePIX

fuboTV

Rutube



BBC
iPlayer



TELUS

brightcove

SHOWTIME

MPLC
Motion Picture Licensing Company

CINEDIGM

ABC
Australian Broadcasting Corporation

SPNIFI

FANDOR

BBC
STUDIOS

MagineTV

SinclairDigital

VUBIQUITY



Leifharma Systems

mware:ptv



BBC
Worldwide

CRACKLE

Global Content Piracy Demands Strong Content Protection

- India Is One Of The Biggest Piracy Markets In The World
- India's Bombay High Court Ruled It's Not Illegal To Watch Pirated Content On The Internet
- Indian Copyright Act of 1957 Is Prevailing Law
- Foreign laws such as America's Digital Millennium Copyright Act, 1998 do not bind people living in India
- The percentage of respondents with exposure to streaming of pirated movies among the respondents who use internet to watch movies is found to be as high as 66.37% and the percentage of respondents with exposure to downloading is as high as 57.01%*

**ONLINE PIRACY OF INDIAN MOVIES: IS THE FILM INDUSTRY FIRING AT THE WRONG TARGET? - Arul George Scaria



"The ability to **download content** and **watch it offline** is extremely critical in a country like **India** where data costs are still a concern. For this we needed a **strong DRM platform** in place, which **BuyDRM** was able to provide."

Amit Goenka, CEO – **Zee International** and **Z5 Global**

Challenges Deploying Digital Media In India



- **Wide Variety of Languages, Dialects and Scripts -“Hinglish”**
- **460M+ Internet Users Only 2nd to China**
- **Only 33% of India’s 1.3B+ People Access the Internet**
- **Primary Platform for Internet Devices Is Mobile**
- **75% of broadband connections are in the top 30 cities**
- **Average Download Speed is 6.5Mbps**
- **Mobile OS Market Share is 92% Android; 3% iOS**
- **Availability of Wifi In The Home Is Low; Approx 20%**
- **Mobile 4G Availability is at 96%**



KeyOS MultiKey Service “Widevine Everywhere”



- As The Content Owner, **Zee5** Wanted Strong Encryption and Rights Enforcement In A **Consumer-Friendly DRM**
- Widevine Addressed Zee5’s Web Playback Concerns And Includes 4K/UHD Hardware (TEE) Support
- With Chrome Usage At 50%, **Widevine Required**
- Packaging Done Using 3rd Party **Flussonic Server** Integrated With **KeyOS Encryption Key API** for Live
- Packaging Done Using **KeyOS MultiPack Server** Integrated With **KeyOS Encryption Key API** for VOD
- Licensing In-Region Via **Hybrid Cloud** and **Google Proxy**
- Delivering over **5.5B Licenses Per Year** on Avg.





KeyOS MultiPlay SDKs “Widevine Everywhere”



- Biggest Concern for Zee5 was **Downloads and Secure Offline Playback**
- Widevine Addressed Zee5’s Android Concerns And Includes **4K/UHD Hardware (TEE)** Support
- **Widevine Supported** on Android and iOS with CDM
- For Android and iOS, Secure Playback Via **KeyOS MultiPlay SDKs for Android and iOS**
- Supports Live and VOD Playback for Streaming and Downloads, Online and Offline
- Built-in, High Performance Download Manager with secure key storage





KeyOS MultiKey Service Solution for Zee5.com

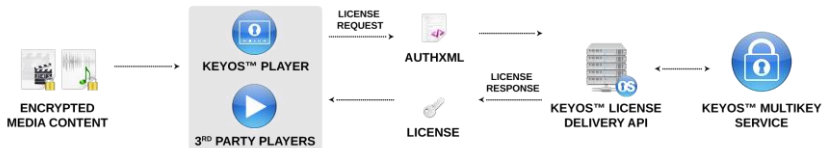
ENCRYPTION WORKFLOW



DRM SYSTEMS



LICENSE DELIVERY WORKFLOW



COMPATIBLE PLAYERS

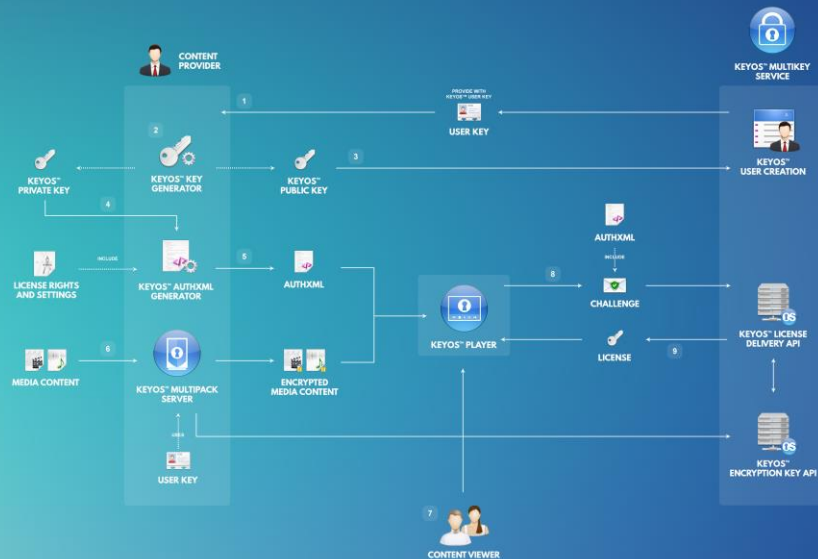


SUPPORTED PLATFORMS



KEYOS™ MULTIKEY™ SERVICE INTEGRATION OVERVIEW

- 1 GET BUYDRM USER KEY
- 2 GENERATE KEYS
- 3 SEND PUBLIC KEY TO BUYDRM
- 4 SETUP KEYOS AUTHXML GENERATOR
- 5 GENERATE AUTHENTICATION XML
- 6 ENCRYPT MEDIA CONTENT
- 7 START PLAYBACK
- 8 REQUEST A LICENSE
- 9 GET LICENSE RESPONSE



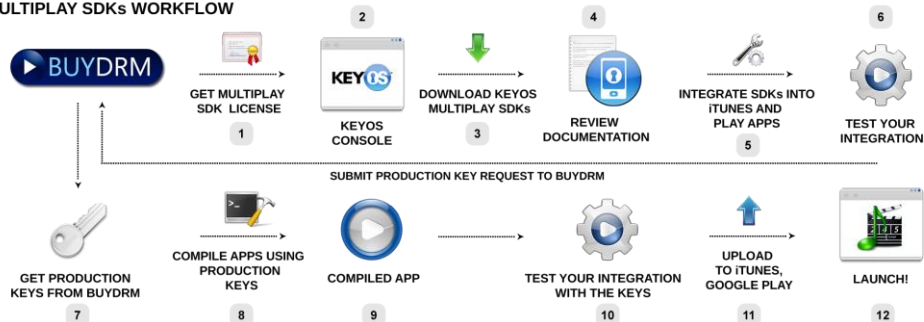
SUPPORTED PLATFORMS





KeyOS MultiPlay SDK Solution for Zee5.com

MULTIPLAY SDKs WORKFLOW



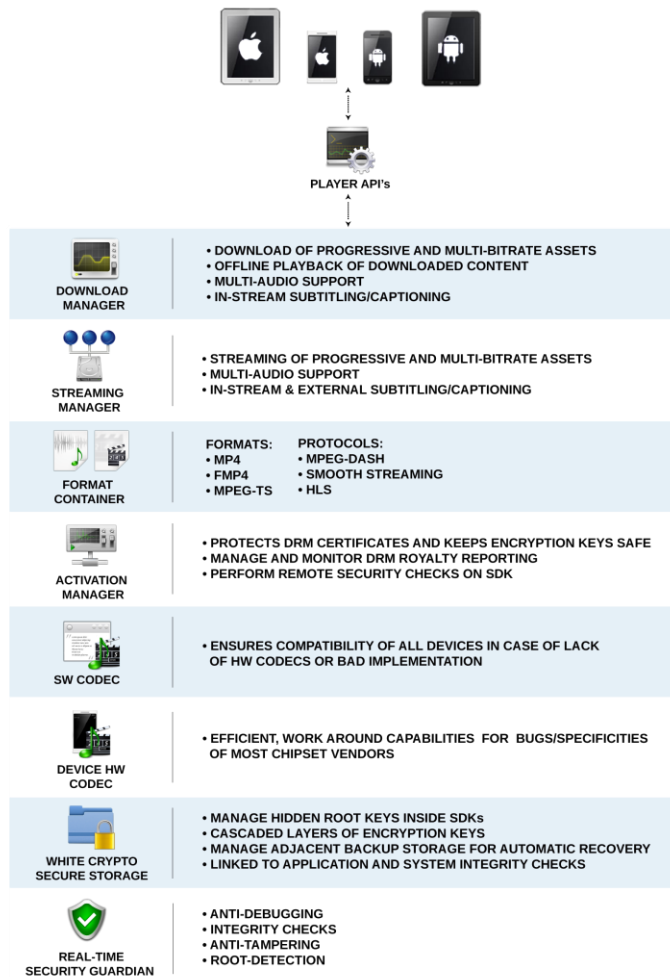
SUPPORTED PLATFORMS

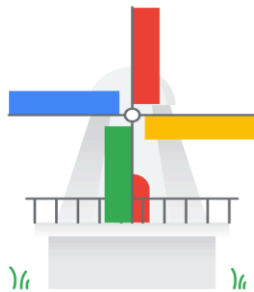


DRM SYSTEMS



MULTIPLAY SDKs COMPONENTS





Thank You.

Visit [BuyDRM](#) - Stand 5.C80

