

mpx CAPABILITIES: COMPLETE DRM SUPPORT

The incorporation of digital rights management (DRM) into your delivery is a complicated task. You've got to have the right protection settings on your content in order for it to be played back on a specific client platform, whether it's a TV-connected device, mobile app, browser-based player, or anything in between.

Within the mpx console, Comcast Technology Solutions offers end-to-end DRM support, enabling you to:

- Reduce storage with mature, just-in-time packaging workflows
- Provide universal or tailored content access for your customers
- Meet consumers on their terms with the content they want
- Leverage the best content protection and just-in-time encryption techniques

- KEY AND LICENSE MANAGEMENT

- JUST-IN-TIME PACKAGING

- ENCRYPTION

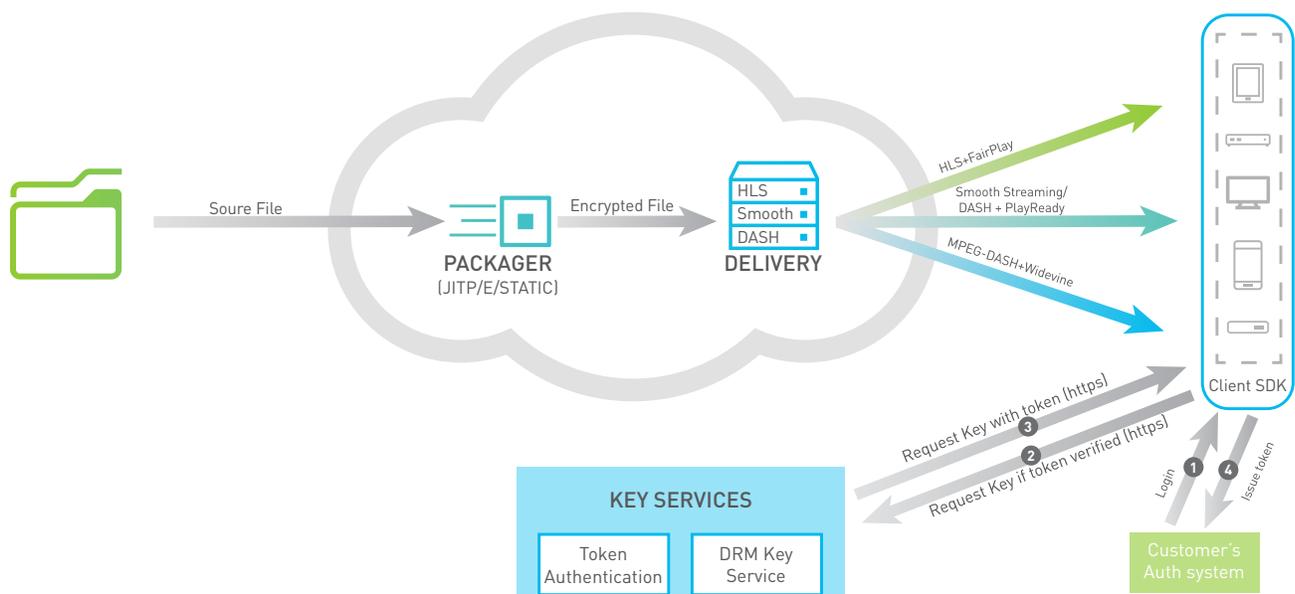
...FOR ALL DRM TYPES

DRM SUPPORT FOR TODAY'S PLATFORMS, AND TOMORROW'S

In a sea of platforms and devices, there's no one right way to enable DRM — every destination uses a rights management approach to meet their needs. To simplify an "all of the above" delivery strategy, Comcast Technology Solutions provides a complete multi-DRM approach, as well as support for all adaptive streaming bitrate standards. The turnkey service sets up licensing, negotiates handshakes between the player and the right DRM provider, and streamlines the entitlements process.

- Just-In-Time Packaging and Encryption (JITP/E) creates format-specific video on request, reducing redundant file storage.
- JITP/E also enables the multitude of adaptive bit rate (ABR) packaging format+encryption schemes on the fly.

The entire workflow is streamlined and pre-configured to handle the formats you'll need to reach every intended platform.



OUR FULL DRM SERVICE INCLUDES:

Content Prep and Encryption

mpx supports Common Encryption for DRM and streaming formats such as:

- Smooth Streaming – PlayReady
- MPEG-DASH – Widevine or PlayReady
- HLS - FairPlay

In mpx, you can encrypt media with Common Encryption (CENC), and then decrypt with either Widevine, FairPlay, or PlayReady. For example, a video encrypted with CENC can be decrypted for playback within browsers by:

- Google/Android Chrome
- Microsoft Edge/Internet Explorer
- Mozilla Firefox
- Safari, Mac OS + Mac iOS

If you're planning to distribute DRM content, you'll need all three encryption formats represented in your packager.

With mpx's just-in-time packaging and encryption (JITP/E) workflow, you won't have to store a multitude of destination-specific content files for each program. Instead, each playback request initiates the encryption process from one master file. As the file size of higher-quality video puts more demands on your storage space, our approach is part of a smarter workflow that helps you maintain an agile long-term delivery strategy.

Key Management Service

There are a lot of moving parts to key management – it's unique for each DRM method and not something where you can just "flip a switch." With mpx you have the flexibility to handle as much of the key management functions as you want, or we can take care of it for you. From configuration and testing, to encryption, key management, playback, and user authentication – you've got the power to streamline the process based on your unique needs, and the unique needs of each piece of content. Comcast Technology Solutions works with all key management companies, saving you time and reducing complexity from your operations.

License Management

Rely on the mpx license management service to utilize complex DRM rule enforcement, deep integration into commerce subscription services for end-user license grants, device-specific rules and offline playback entitlements, and varying protection levels. Granted DRM Licenses allow for playback of DRM-protected content for the platform and device of a specific end-user.

User Entitlement

mpx simplifies entitlement setup. The *Entitlements* view within the mpx console shows all the entitlements that have been granted to users in your mpx account through your sales system. From this view, you can modify the rights that are applied to licenses granted to users for playback, or disable an entitlement entirely.

TECHNOLOGY BEYOND EXPECTATIONS

Comcast Technology Solutions brings innovations from Comcast to the content provider, global operator, and technology industries — providing solutions to our collective challenges and helping to forge a shared vision for the future. Built on Comcast's know-how, proven facilities, platforms, and infrastructure, Comcast Technology Solutions offers more than 20 years of real-world broadcast and digital experience. We deliver technology beyond expectations to help customers develop new business models and transform the customer experience.

Unlike multiple, manually created DRM workflows, our approach is reliable, proven, and ready to handle diverse audience demands at any scale. Our team of industry professionals work directly with you to create a tailored solution to meet your unique distribution needs. Once the service activated in an mpx account, a media company can easily deliver content to every intended screen, securely and reliably.

FIND OUT MORE

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