

CLOUD VIDEO PLATFORM 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 Cloud Video Platform console, Comcast Technology Solutions offers end-to-end DRM support, enabling you to:

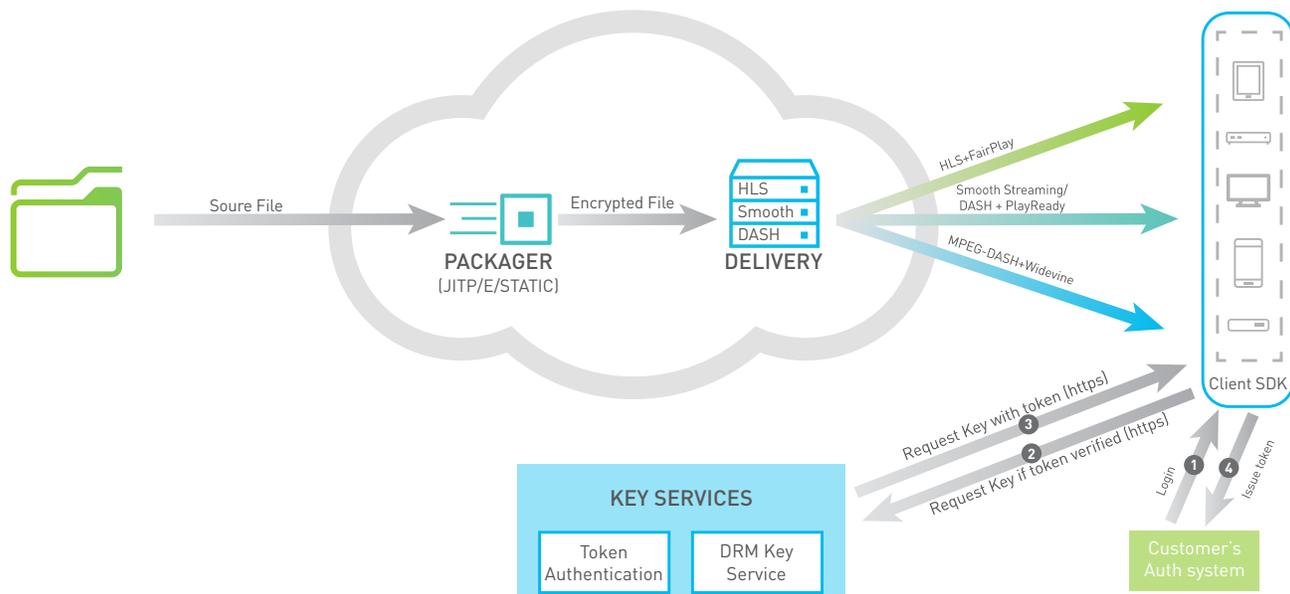
- Reduce storage with mature, just-in-time packaging workflows
- Provide universal or tailored content access for your customers
- Meet consumers on their terms with the content they want
- Leverage the best content protection and just-in-time encryption techniques

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, we provide 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

Cloud Video Platform supports Common Encryption (CENC) for DRM and streaming formats such as:

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

Within the Cloud Video Platform, you can encrypt media with 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, and Mac iOS

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

With Cloud Video Platform's 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 Cloud Video Platform 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 needs of each piece of content. We work with all key management companies, saving you time and reducing complexity of your operations.

License management

Rely on the Cloud Video Platform 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 playback of DRM-protected content for the platform and device of a specific end-user.

User entitlement

Cloud Video Platform simplifies entitlement setup. The "Entitlements" view within the console shows all the entitlements that have been granted to users in your Cloud Video Platform 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 TAILORED FOR YOUR BUSINESS

Comcast Technology Solutions offers a portfolio of technology solutions, the CTSuite, that provides the industry with the technology, scale, and expertise to expand and navigate the rapidly changing media and entertainment technology landscape. We invent technology that solves industry challenges, reimagines what is possible, and transforms businesses for an ever-changing world. Built on Comcast's know-how, proven facilities, scalable platforms, and infrastructure, Comcast Technology Solutions offers more than 20 years of reliable real-world broadcast and digital experience. We partner with customers to redefine expectations and deliver the future to global audiences.

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