

The DRMaas Approach for Straightforward, Robust Revenue Security

Business Challenge

Providing high-quality OTT video streaming experiences is complicated. Just keeping the streams flowing for seamless playback is technically challenging, but you also need engaging content. And that content must be protected.

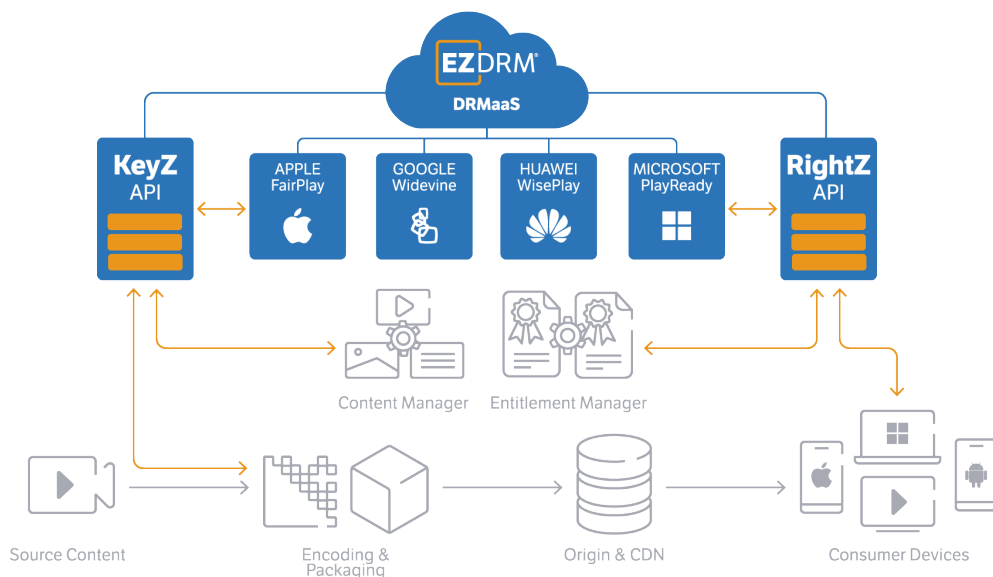
Managing content protection on your own can be overwhelming. Different devices and browsers require different DRM technologies, yet viewers expect access across every screen they use.

You need a multi-DRM solution that is not only agile enough to support each required DRM technology, but also leverages open standards, so that you can integrate your system with “best of breed” player and encoder/packager solution; a DRM solution that can be implemented in days, configured with a few clicks, meet all protection requirements and, most importantly, secure your revenue streams.

EZDRM Solution

EZDRM Universal DRM™ helps protect revenue across major playback environments from apps to browsers, without disrupting authorized viewing. EZDRM services are built on these guiding principles:

- Security for HLS, DASH, CMAF and other widely deployed streaming protocols
- Supports rapid implementation in days, not weeks.
- Embraces the fullest range of industry standard DRM technologies.
- Supports both live and online/offline VoD playback.
- Supports all major browsers and operating systems.
- Uses cloud-native infrastructure to simplify operations.
- Reduces the burden of capacity planning and standards updates.



Beyond DRM—Revenue Security Simplified

EZDRM delivers a fully integrated suite of security solutions designed to help maximize revenue for streaming services. Its core DRM-as-a-Service (DRMaas) offering is complemented by C2PA-based tools for content provenance, plus with key rotation and geo-targeting through Precision Envelope Management. With deep industry-standard support and broad workflow integrations, EZDRM enables an enhanced viewer experience for live, on-demand, downloadable, or offline content across the widest range of consumer devices. Seamless player integration helps enable secure, low-latency playback, and new business opportunities. EZDRM offers a straightforward, cost-effective path to end-to-end video revenue security.

Features & Benefits

Multi-Vendor, Best of Breed Workflows: The integration model is based on globally trusted encryption algorithms, enabling simple extension of your existing workflow elements, including encoders, packagers, and players.

Multi-vendor workflow support: Extend your existing encoders, packagers, and players with trusted encryption and open integration.

Proxy-Based Rights Management: Rights management is completely under your control, with an entitlement proxy that connects players **directly** to your rights database, collecting valuable analytics and reducing synchronization complexity.

SDK-less Implementation: Use simple REST or web calls to obtain keys and rights without adding native player SDKs. That means faster deployment and less integration effort.

Maintenance-Free Solution: Cloud-based microservices simplify operations. EZDRM handles operations, scaling, and upgrades as standards evolve.

Try Before Committing: Start with a fully functional Proof-Of-Concept (POC) account to ensure the solution will fit your needs—before you commit.

See the Solution in Action

Launch a PoC today and see how EZDRM fits your workflow. It's a quick and easy way to evaluate our services with no obligation to purchase.

Set up a EZDRM POC Account Now