

Precision Envelope Management as a Complement to DRM

Business Challenge

Premium streaming services depend on DRM to protect premium video content, and support business models across OTT, FAST, VOD, and live streaming.

As more revenue shifts more towards streaming any compromise to that revenue becomes increasingly critical. And threats to the fundamental elements of the DRM encryption model are growing. Rather than attempting to break AES encryption or DRM protocols, attacks target playback environments, extracting usable keys or license material from compromised devices, applications, or player integrations.

Operators commonly respond by implementing more aggressive DRM key rotation strategies to reduce the useful lifetime of compromised keys. But, ever since the era of broadcast distribution, the industry question has been: "How often should we change a global encryption key?" It's time to confront that question head-on by asking "Why do large audiences need to share the same encrypted content stream?"

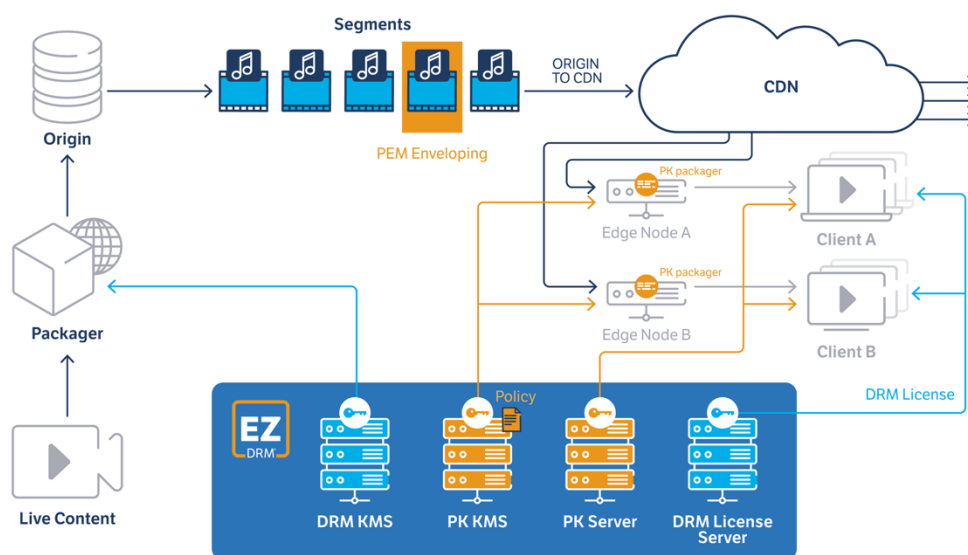
EZDRM Solution

Precision Envelope Management (PEM) eliminates the need for frequent global DRM key changes by introducing a second layer of protection that creates cryptographic segmentation of stream delivery at the CDN edge. This envelope encryption is both efficient and effective at disrupting stream piracy. The use of distributed CDN resources enables a fully scalable and targeted implementation approach.

PEM extends stream security beyond simple key rotation by introducing fully customizable cryptographic diversity across multiple dimensions:

- Geography
- Audience segments
- Media types
- Time

The result is a greatly enhanced revenue security envelope, reduced exposure to key scraping attacks, and highly scalable delivery without introducing DRM bottlenecks.



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 EZDRM POC Account Now