



# BuyDRM Delivers Over 10B Licenses in 2019

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## *ZEE5 Selects BuyDRM's KeyOS Multi-DRM Platform*

**May 13<sup>th</sup>, 2020 – Austin, TX** – BuyDRM announced today that in 2019, the award-winning KeyOS platform delivered over 10 Billion licenses to consumers of streaming and downloadable content in over 130 countries and territories around the globe. BuyDRM enables movie studios and content distributors to protect their digital video with studio-approved multi-DRM services and solutions. This digital video is encrypted and once delivered to a user, playback is only possible when a license key is delivered to their playback platform.

KeyOS is an award-winning, studio-approved multi-DRM platform for premium content distribution. The MultiKey Service provides a robust, scalable solution for secure premium content delivery in both live and VOD formats. BuyDRM prides itself on being one of the largest, if not the largest, distributor of DRM license keys in the world. KeyOS is capable of supporting 100B license key deliveries a year using a variety of in-house developed technologies including the KeyOS MultiKey Server for Linux and Windows.

BuyDRM also announced that ZEE5 has renewed their MultiKey Services with BuyDRM for another year. Since its inception, ZEE5 has rolled out 100+ original shows across multiple genres. Zee5 has crossed 100 million+ gross downloads since launch on the Play Store and recorded a peak of 11.4 million DAUs as of Dec 2019.

**Tarun Katial, CEO, ZEE5 India, said,** “As India’s largest producer of original content, we were seeking a partner who could handle a massive amount of user traffic that our platform witnesses from around the world. In BuyDRM, we had a partner who meticulously managed the delivery of billions of license keys to our audiences and is well-positioned to drive our next stage of growth in 2020.”

"ZEE5 represents the penultimate distributor of streaming and downloadable content as one of the largest video distribution platforms in existence” **said BuyDRM Co-Founder and Chairman, Ron Baker.** “ZEE5 has more active users per month in India and other operating regions than America’s oldest and most pervasive SVOD service does here in the United States.”

### **ABOUT BUYDRM**

BuyDRM™ is a leading global provider of multi-DRM (Digital Rights Management) and Content Security Services for the entertainment, enterprise and hospitality industries. The KeyOS Multi-DRM platform powers many of the largest brands in media and technology. In 2018, Frost & Sullivan awarded BuyDRM the 2018 Global Content Protection Entrepreneurial Company of the Year Award. Since 2001, BuyDRM has amassed substantial success stories for many of today’s most recognized brands in media including ABC (Australian Broadcasting Corporation), The Academy (AMPAS) BBC iPlayer, BBC Studios, BBC Sounds, Blizzard, EPIX, FuboTV, Sony Crackle, TubiTV, Warner Brothers, Showtime and Zee5.

For more information please visit <https://www.buydrm.com>

## ABOUT ZEE5

ZEE5 is the digital entertainment destination launched by Zee Entertainment Enterprises Limited (ZEEL), a global Media and Entertainment powerhouse. With content across 12 languages like English, Hindi, Bengali, Malayalam, Tamil, Telugu, Kannada, Marathi, Oriya, Bhojpuri, Gujarati & Punjabi, ZEE5 is home to 1.25lakh hours of On Demand Content and 100+ live TV channels. The platform brings together the best of Originals, Indian and International Movies and TV Shows, Music, Kids content, Cineplays, Live TV and Health and Lifestyle content all in one single destination. ZEE5 offers ground breaking features like 11 navigational languages, content download option, seamless video playback and Voice Search.

For more information please visit <https://www.zee5.com>