BuyDRM Releases KeyQ™ Analytics Portal To Provide Customers Critical DRM Usage Data Points

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Discover Digital Uses KeyQ To Monitor Delivery Across Sub-Saharan Africa

September 23rd, 2020 – Austin, TX – BuyDRM announced today the release of KeyQ Analytics, a real-time insights dashboard providing critical data points on DRM usage to BuyDRM customers. KeyQ is the result of extensive research and development around the KeyQ Engine lead by the company's CTO, Andrew Popovs in conjunction with the company's Chief Scientist, Vladas Sukevicus. Together they bring over thirty-two years of experience in designing, developing and deploying commercial DRM solutions for consumer media.

The KeyQ Analytics dashboard is designed for non-technical marketing, management, legal and finance professionals to view a global snapshot of how effective their use of DRM is with the KeyOS MultiKey Service. The portal is the safest and most secure way to view this data and is firewalled completely from the BuyDRM client's KeyOS Console account. This enables KeyQ to be made available to non-operational and non-technical roles within the media organization.

This release represents a visual presentation of several new evolutionary improvements to the KeyOS Platform and how DRM licensing data is collected, analyzed, validated and presented to clients. Where many vendors are using a centralized database of stats that relies on cumbersome and latent log file collection from various licensing endpoints, BuyDRM has moved away from this legacy approach to DRM statistics.

As the analytics component of the KeyOS multi-DRM platform, KeyQ relies on a highly-modernized distributed log file collection, analysis and processing approach to enable massive scale and security. Using these distributed components for DRM analytics development, the KeyQ engine in KeyOS speeds this business intelligence to key decision makers and stakeholders in client organizations.

Today KeyQ supports a baseline set of DRM analytics which will be augmented over the next two quarters. The following metrics are available in KeyQ: a list of packaged files, total DRM license keys issued by DRM, the license delivery IP, the Filename, the ContentID, the KeyID, the ExternalID, the date and time of licenses issued, the geographical region of license consumption as well as peak requests per second and average requests per second. This "DRM heartbeat" will help drive customers' business decisions while navigating their deployment strategies.

"BuyDRM continues to lead the DRM innovation race with another strong rollout in the KeyQ analytics portal" said Leon Van den Berg, Executive Head, Technology, Discover Digital. "KeyQ gives our entire team the ability to safely and securely see real-time DRM analytics around the delivery of our secure video platform using any common browser on any computing platform."

"We're excited to see the KeyQ Engine and KeyQ Analytics come online which help our customers get the insight that ultimately helps them succeed in the marketplace" said Andrew Popov, CTO at BuyDRM. "These data points help our customers understand peak usage times, favored playback platforms and pinpoint hot spot usage locations, which are critical to understanding your business' success."

ABOUT BUYDRM

BuyDRM™ is a leading provider of Digital Rights Management and Content Security Services for the entertainment, enterprise and transportation industries. Since the turn of the century, BuyDRM has amassed substantial success stories for many of today's largest brands.

OTT operators, television networks, movie studios, gaming sites and premium content distributors use the BuyDRM award-winning KeyOS Multi-DRM Platform to provide robust content security for their streaming and downloadable video. Customers include the Academy of Motion Picture Sciences and Arts (AMPAS), ABC (Australian Broadcasting Corporation), BBC iPlayer, BBC Sounds, Blizzard, EPIX, FuboTV, Rakuten Viki, Sony New Media Solutions, Sony Pictures, SBS Belgium, Showtime and Zee5.

For more information, please visit **https://www.buydrm.com**

ABOUT DISCOVER DIGITAL

Discover Digital is a dynamic, young tech business that provides access to a multitude of innovative end-to-end digital media and fintech technology products to enable our clients' organisations achieve greater heights in today's competitive and digitally-focused landscape. Guided by a passionate desire to make meaningful, quality content accessible to everyone, Discover has developed various innovative technological solutions for clients looking for access to superior products and trusted platforms, methods and industry expertise in the Video On Demand, TV Channel and overall digital media entertainment and ecommerce space. Offering clients customised standalone or take-all technology and/or content solutions, we have built up a wealth of best-in-class local and international clients and partners, ensuring quality services and products, whilst always keeping abreast of global trends and best practices. Discover Digital (PTY) Ltd is based in Kyalami, South Africa and Discover Digital International Limited is based in Ebene, Mauritius. Led by Managing Director and founder Stephen Watson, Discover Digital has operations across Sub-Saharan Africa.

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