BUYDRM™

STREAM ONLINE
broadcast
everywhere

BuyDRM helps StreamOnline protect and distribute content to an audience of 1.5 million across Europe.

PROBLEM

The project was projected to reach millions of viewers across Europe through a mix of live streaming and video-on-demand consumption.

StreamOnline was preparing for a project supporting the transmission of FAME MMA, a popular celebrity mixed martial arts (MMA) competition broadcast. The project was projected to reach millions of viewers across Europe through a mix of live streaming and video-on-demand consumption. This would be one of the largest transmissions StreamOnline had executed in terms of both distribution volume and revenue generation.

Among its many responsibilities for the FAME MMA broadcast, StreamOnline was tasked with streaming live broadcasts for the show. Securely distributing and tracking content online at this scale is a significant challenge in its own right.

Initially, StreamOnline tried using token authentication, which could not sufficiently scale to support FAME MMA.

StreamOnline decided they needed to leverage DRM technology to support their project, and tried working with another DRM vendor. Unfortunately, they learned that the other DRM vendor could not enable encryption on an encoder they had, which was essential to achieving the level of protection and tracking that StreamOnline needed.

SOLUTION

"

…very easy to implement, easy to scale using http protocol, and easily cached by app servers."

StreamOnline discovered BuyDRM and was able to thoroughly evaluate BuyDRM's services during their trial period. Aron Siemieniuk, IT Director at StreamOnline, found BuyDRM's services to be "very easy to implement, easy to scale using http protocol, and easily cached by app servers."

KEYOS™

BuyDRM's Multi-DRM Platform, KeyOS, is a DaaS platform which is operated using both managed hosting and cloud infrastructures.

Additionally, BuyDRM could leverage many other content delivery networks (CDNs). "It worked very, very well." BuyDRM also integrates with Amazon Services, on which StreamOnline relies heavily, facilitating an even easier integration.

After working with BuyDRM to support six episodes of FAME MMA, StreamOnline is "looking forward to working with BuyDRM on more projects soon." Aron describes their partnership as "very, very promising."

RESULTS

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[StreamOnline is] looking forward to working with BuyDRM on more projects soon."

FULL PROTECTION

Content is encrypted at the encoder level, and protected and trackable from the very beginning.

SCALABILITY

BuyDRM offers full protection across multiple CDNs for 1.5 million consumers throughout Europe.

EASY IMPLEMENTATION

BuyDRM's services are easily implemented and integrated with Amazon Services. Distribution of secured content is easily scaled.

GREAT SUPPORT

BuyDRM provides fast and reliable support. Knowledge Base is a great help for developers.

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Since we started working with BuyDRM, we could finally focus on our work and stop worrying about content security. BuyDRM was the only one able to handle the load we generate. Thanks!"

ARON SIEMIENIUK
IT Director, **StreamOnline**

PlayReady
Widevine
FairPlay
MultiKey