

Case Study | BuyDRM

# Protecting Online Learning: How BuyDRM Helped Udemy Safeguard its Video E-Learning Courses



Courses in  
**75** languages



Delivered to  
more than  
**60 million**  
learners



**180** Countries



[www.BuyDRM.com](http://www.BuyDRM.com)

## INTRODUCTION

Online education has experienced tremendous growth in recent years. Udemy, a leading global online skills marketplace and learning platform, offers a vast array of courses, including video-based e-learning content. Ensuring the security of this content is paramount to protect

both the intellectual property of educators and the learning experience for students. This case study delves into how BuyDRM, a leading content security company for premium video, protects Udemy's e-learning courses from piracy and helps maintain the integrity of their platform.

## CLIENT OVERVIEW

**Client:** Udemy

**Industry:** E-Learning

**Challenge:** Protecting and securing video e-learning courses

**Solution:** BuyDRM's MultiKey Service

**Result:** Enhanced content security, reduced piracy, and improved user experience



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## CHALLENGES FACED BY UDEMY

**Piracy Threats:** With a vast library of more than two hundred thousand courses in seventy-five languages delivered to more than sixty million learners in around 180 countries, Udemy was susceptible to piracy threats that could result in unauthorized downloading or distribution of its educational content.

**User Experience:** While focusing on security, Udemy also wanted to ensure a seamless and user-friendly experience for its learners and instructors.

**Increasing Distribution Costs:** Delivering content to learners around the world using just streaming is costly. Enabling downloads would reduce this cost dramatically.

## SOLUTION PROVIDED BY BUYDRM

Udemy recognized the need for a robust digital rights management solution to safeguard its video e-learning courses. They turned to BuyDRM for their expertise in content security and more specifically multi-DRM. BuyDRM's DRM-as-a-Service (DaaS) platform offered a comprehensive solution to address Udemy's challenges:



**MultiKey Service:** BuyDRM provided a multi-DRM solution that supported various devices and platforms, ensuring that content could be accessed securely across a broad spectrum of devices.



**Offline Playback Control:** Udemy needed to balance security with user experience. BuyDRM's solution allowed for secure offline playback for students, ensuring a seamless learning experience.



**Scalability:** As Udemy's library of e-learning content continued to grow, BuyDRM's scalable DRM solution easily accommodated the increasing volume of courses and traffic.

## RESULTS ACHIEVED

The implementation of BuyDRM's MultiKey Service brought about significant benefits for Udemy:

- 1. Enhanced Content Security:** Udemy's e-learning courses were effectively protected from piracy and unauthorized distribution.
- 2. Improved User Experience:** Udemy's students continued to enjoy a seamless and user-friendly learning experience, with secure offline playback options.
- 3. Scalability and Flexibility:** As Udemy expanded its course offerings, BuyDRM's solution grew with them, ensuring consistent security across the platform.

## CONCLUSION

Udemy's decision to use BuyDRM to accomplish their content security requirements exemplifies the importance of robust DRM solutions in the online learning industry. Through multi-DRM protection, Udemy has successfully safeguarded its learning content, reduced piracy, and maintained its position as a leading online learning platform.