



Pay Media.

## Security Challenges:

Security

- Fully realize media distribution opportunities and revenue generation potential while protecting valuable properties from unauthorized use and copying
- Support multiple business models (subscription, syndication, superdistribution, pay per view, prepaid minutes, etc.) with a single authorization method
- Control geographic distribution and release windows, making media available at specific times in specific locations
- Package media and assign appropriate distribution policies for multiple markets



## Solution. Entriq.

### Protection before and after access

Our pay media solution grants media access only to users who pay your price and meet your conditions (registration, membership, etc.). By managing the encryption keys generated by Microsoft or Real Media Digital Rights Management (DRM), our network continues to protect your media once it is in user hands.

### Flexible ways to distribute and sell

Entriq lets you implement multiple pay media business models. You can quickly create unique media packages for individual markets and orchestrate a multi-phase distribution plan by implementing various geographical controls and release windows.

### Global control and complete visibility from your Web browser

You register your media and perform all of these aspects of pay media management quickly and easily from a standard Web browser. Our global media authorization network, integrated with leading content distribution networks (CDNs), then enforces your pricing, distribution policies and usage rules. You can check the status of your media distribution effort online 24x7, adjusting pricing and policies in real time for optimal results.

### Immediate time to market

This ASP-based service enables you to get an online pay media operation up and running within just days. Launching new media content takes just minutes.

  
entriq™

# Security Checklist

## Digital Rights Management (DRM)

- Choice of Microsoft or Real Networks DRM encryption
- Secure storage of encryption keys along with a unique ID for each piece of media and the distribution policies you've assigned to it
- Support for all pay media business models; different models may be applied to different markets
- When access is attempted, Entriq checks to see if user is authorized (meets distribution policy conditions)
- Unauthorized users redirected to Web pages where they can purchase license and meet other access conditions
- Support for dynamic pricing (free previews; price changes after introductory period or as media ages; prorated pricing for event latecomers)
- Media license packages may include metadata (title, description, release date, etc.) to enable media players to generate interactive program guides
- Media license packages may include targeted promotions (recommendations, pop-up ads, offers)
- Superdistribution enabler (viral marketing)—users empowered to legally pass along and share media

## Access control

- Media servers allowed to stream or download only to authorized users
- Unique IDs assigned to user and user session created at logon
- User and session IDs associated with rights (subscription, membership, tickets, prepaid minutes, parental control level, etc.)
- Dynamic updating of rights based on time (subscription period or performance run time) or events (e.g., when prepaid account is depleted, streaming stops and user is given the opportunity to purchase more minutes)
- Sessions locked to session ID and user's IP address to prevent access sharing
- Patent-pending technology enforces maximum number of simultaneous streams per user, making it virtually impossible to steal streams
- Distribution may be limited (via ISP or user IP address) to specified regions, or certain locations may be "blacked out"
- Release windows may be used to vary availability in locations or markets in accord with marketing strategies or contractual obligations

## Global media authorization network

- Worldwide 24x7 operations, monitoring and services
- Rapid response time: 0.001 seconds on average per authorization
- High availability ensured by redundancy and clustering (at main and stand-by sites)
- Colocation with high-speed direct connectivity to multiple Tier-1 network providers
- Highly secure (SSL-based system interfaces)
- Built-in integration with leading content distribution networks
- Open APIs for seamless syndication and interaction between service providers and content providers

## Real-time status

- Aggregate data allows media distribution effectiveness to be analyzed very rapidly after the launch of a campaign
- Pricing and policy changes can be made at any time, without disrupting operations

### **A single solution for security, billing and customer care.**

Entriq provides an efficient, simplified way to protect and monetize media across broadcast, cable, DBS, broadband and wireless global distribution channels.