Marlin For HbbTV Content Protection

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OPEN

PROVEN

COMPETETIVE

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Marlin

- Open DRM standard created in 2005 by Intertrust, Panasonic, Philips, Samsung, and Sony
- The most widely deployed DRM platforms for OTT video services and devices today
- Supports several use cases
  - Premium Content VOD
  - Catch-up/Replay TV
  - Second Screen
- Robust and Hollywood endorsed

Panasonic PHILIPS intertrust SAMSUNG SONY

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OPEN STANDARD

- Not limited to a single vendor's implementation
- Technology specifications are publicly available at: www.marlin-community.com
- Any company can join as a solution partner or to further develop the specifications

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EXAMPLE SOLUTION PROVIDERS

CRYPTANIUM	DIGITAL KEYSTONE	EXPRESSPLAY
evio	FUJITSU	HITACHI Inspire the Next
IMJ GROUP	irdeto	kora
TATA TATA ELXSI LIMITED	PHILIPS sense and simplicity	SEACERT™ an Intertrust Company
SYNCTV	Vobile	เพลินจิต

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Marlin Embedded Devices

Over 200 million+ devices deployed globally

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Marlin Enabled Services

acTVila

auひかり

KDDI

iQIYI 爱奇艺

iCNTV 中国互联网电视

LEONET

ひかりTV

NTT

NetTV

Sony Entertainment Network

Tencent 腾讯

tivù Libertà di visione

TSUTAYA TV

youview

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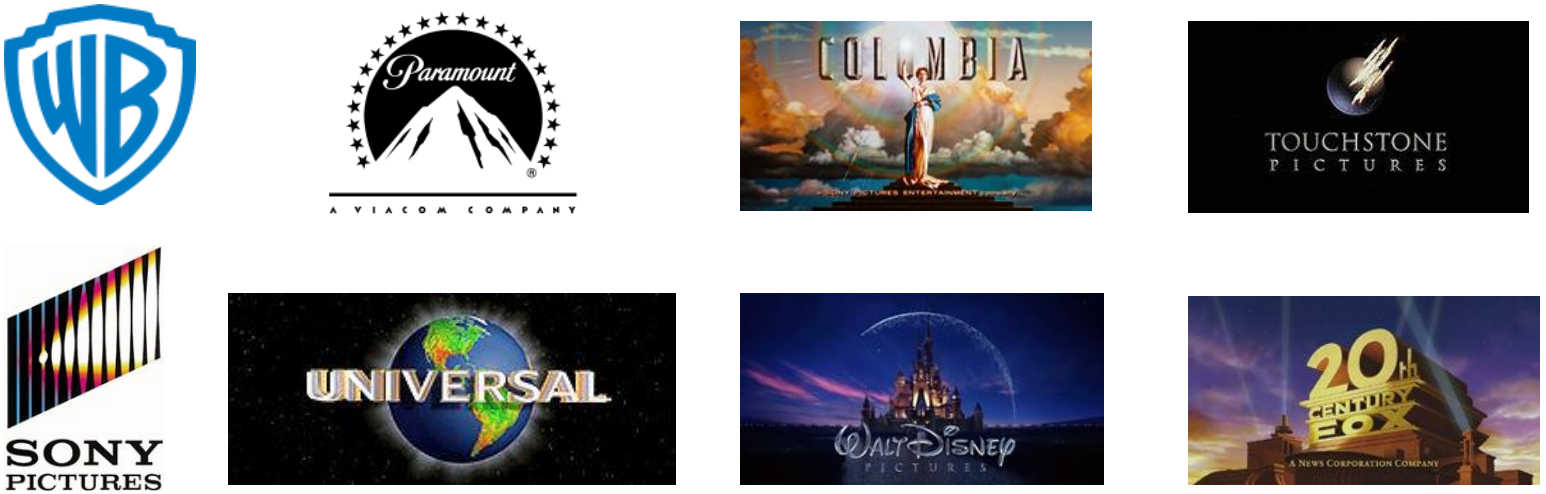
Supported by major studios

All major studios have supported Marlin since 2008 to protect content for rental, subscription and electronic sell through of their digital assets, including of HD & premium content.



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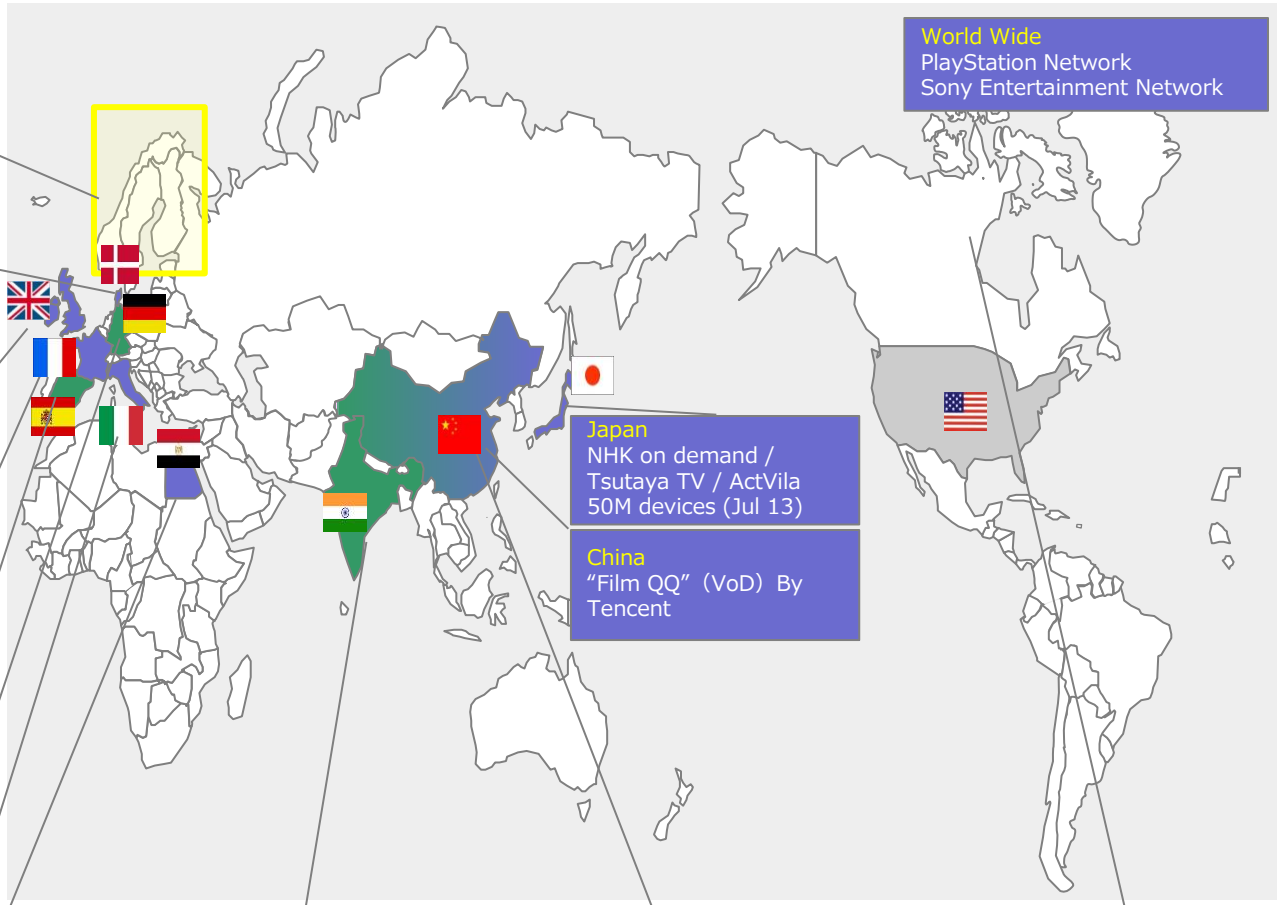
Supports HbbTV/OTT Platforms World-Wide



Nordic countries
"NorDig" (common platform for DTV)

Denmark
"OTT live TV "
By mediathand

England
"Youview"

France
"My TF1"

Spain
Adopted by AEDITI

Germany
KabelKiosk

Italy
Tivu

Egypt
Vodafone

India
Hungama (VoD for tablet / smartphone)

World Wide
PlayStation Network
Sony Entertainment Network

Japan
NHK on demand /
Tsutaya TV / ActVila
50M devices (Jul 13)

China
"Film QQ" (VoD) By Tencent

China
"iQIYI" (VoD) By Baidu
"Wasu"(VoD) By Wasu
Future TV (iCNTV)
PPTV

US
Approved for tru2way
(by CableLabs)

Deployed

Launching soon

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France

- France among the earliest HbbTV deployment
- Most popular multi platform VOD & SVOD service in France
- Sony, LG connected TV and Xbox
- Second screen support on iOS and Android mobile devices as well
- Premium content from major studios and European content providers
- Marlin & PlayReady dual DRM support

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UK

- Premium sports contents on BT Sports channel
- Movies and television shows from all the major studios and content partners (BBC)
- Service partners: BT, Channel 4, Five, ITV…
- National Initiative in UK
- Target devices including STB (Huawei, Humax, Technicolor) and Connected TV

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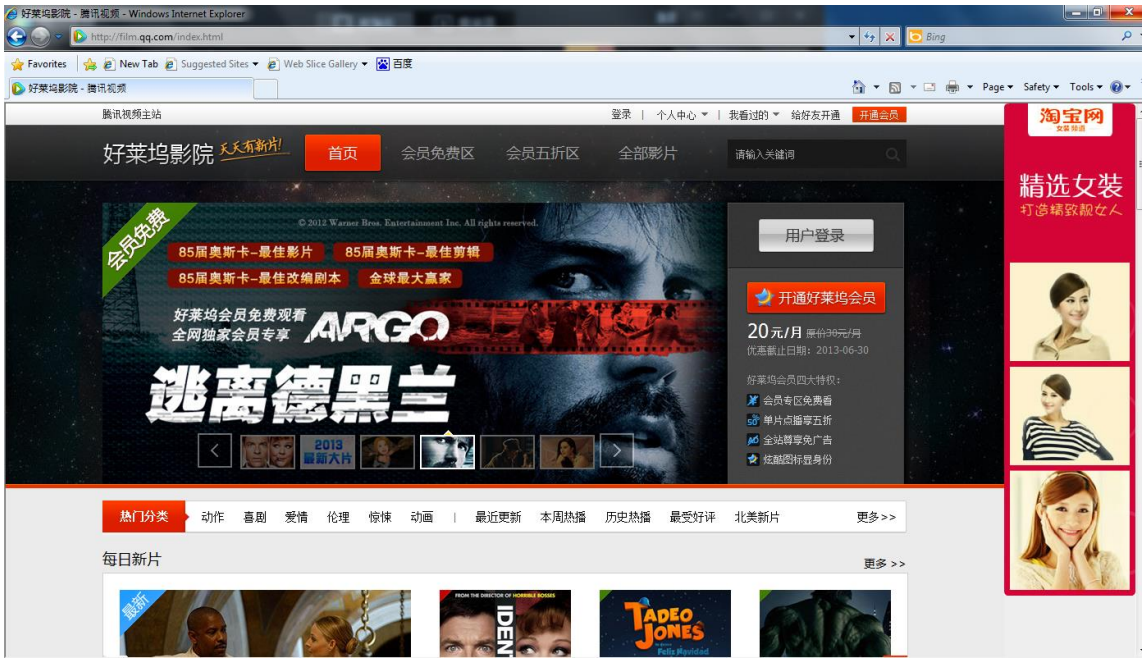
China



- Tencent one of the largest internet video service providers in China has over 120M users
- Movies from all the major studios, including close to theatrical releases such as Argo, Gangster Squad
- PC, Mac, iOS and Android tablets and smartphones

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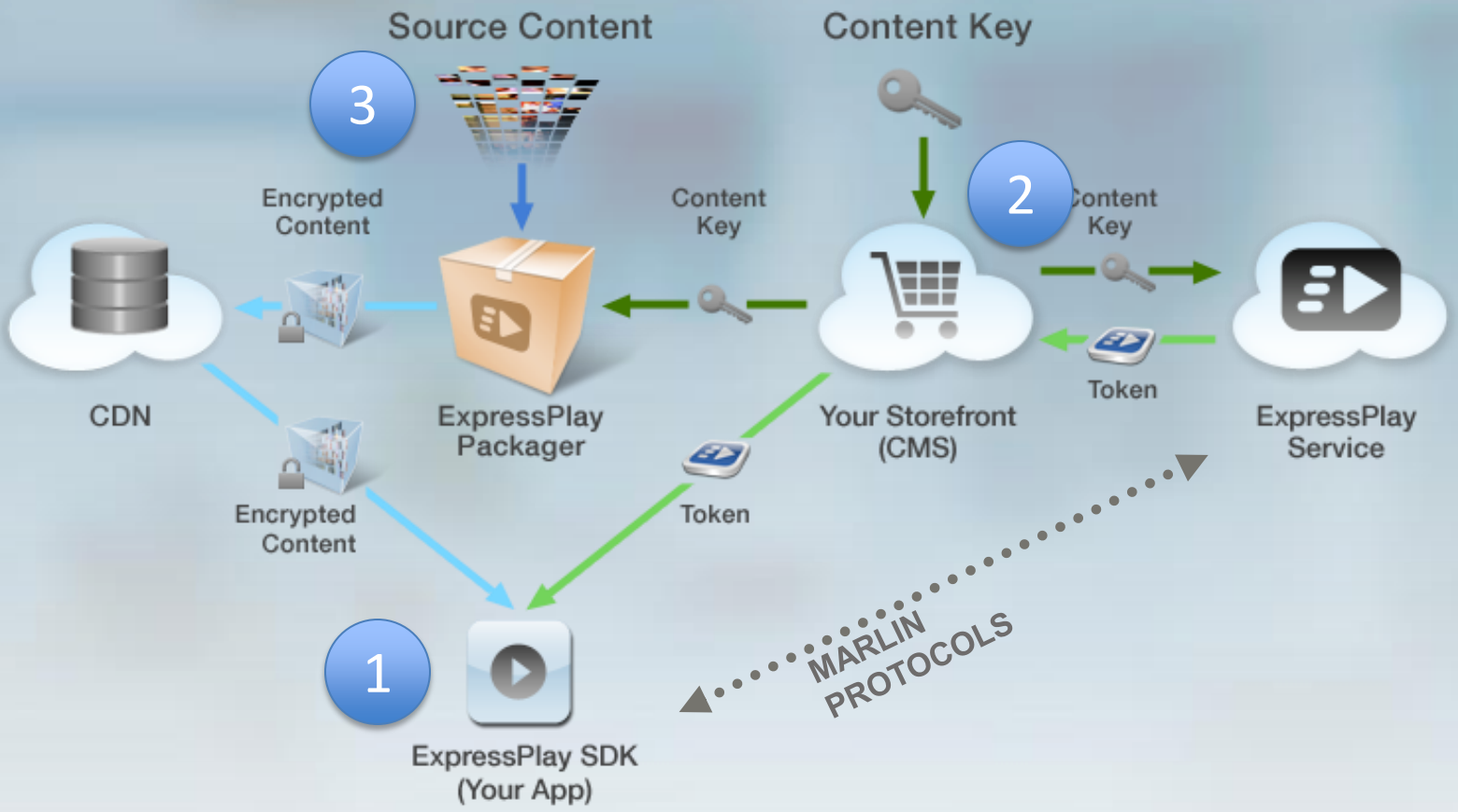
EXPRESSPLAY

END TO END MARLIN DRM SOLUTION
DEPLOYED IN THE CLOUD

Easy To Deploy



TAMPER **RESISTANT**

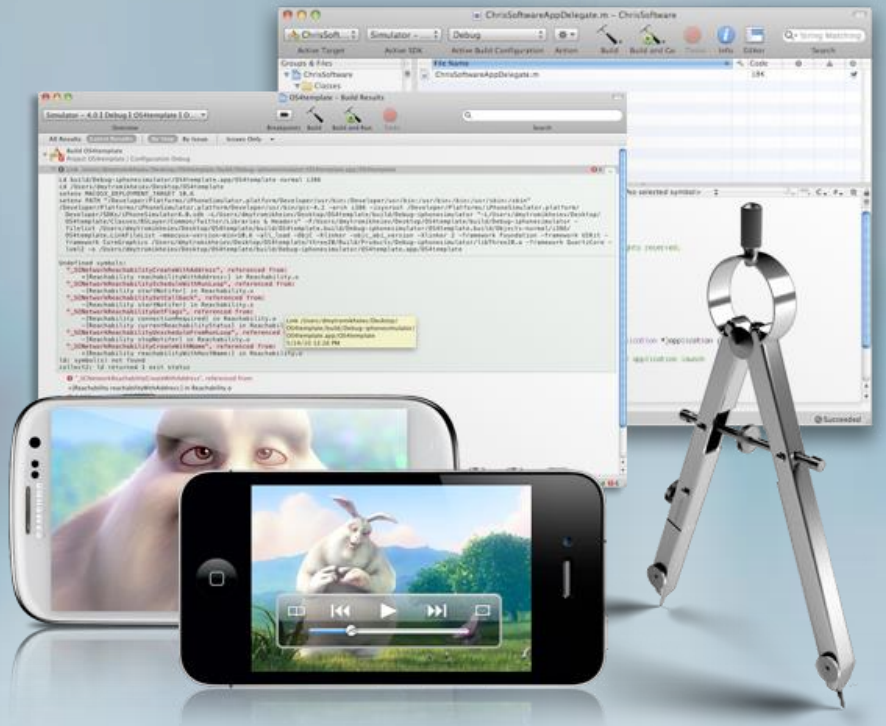
- root-detection
- anti-debug
- code diversity
- white box crypto
- superior protection

PROTECTED WITH

CRYPTANIUM™

MULTI-**PLATFORM**

SDK available for iOS, Android, Windows, Mac OSX and Embedded SoC platforms.



iOS ANDROID

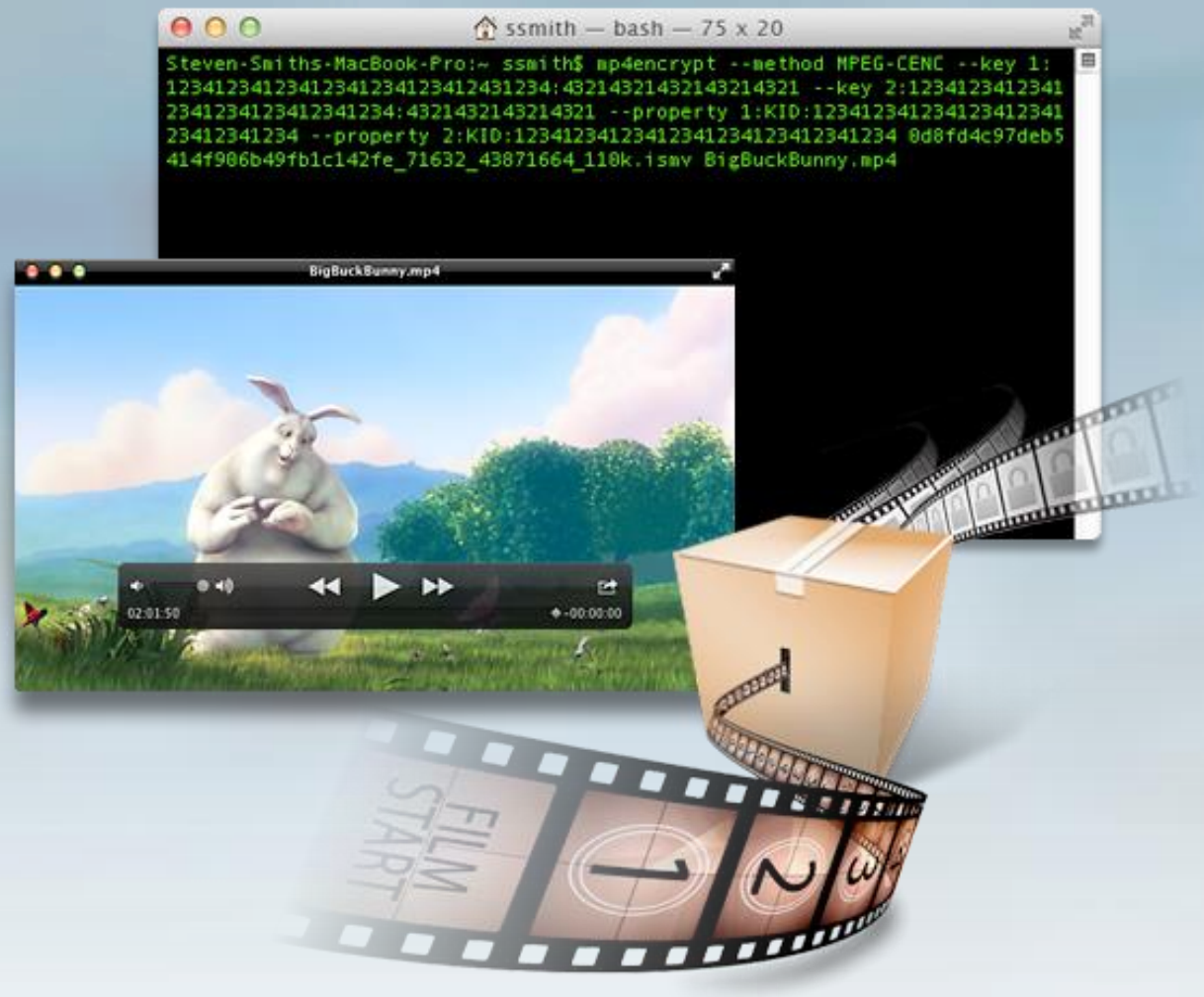
MStar semiconductor MEDIATEK SIGMA BROADCOM.

NVIDIA. intel

EXPRESS**PLAY PACKAGER**

Workflow tools for
- DASH
- HLS
- SMOOTH
- MP4
- eBooks

Available on
- Linux
- Windows
- Mac OSX



Try ExpressPlay for Free

- ✓ No Setup Fees
- ✓ FREE Test SDK*
- ✓ Unlimited Test Tokens

Start FREE trial

(No credit card required)

When you're ready to deploy, choose a plan that best fits your needs.

1,000 tokens	8,000 tokens	40,000 tokens	200,000 tokens	1,000,000 tokens
$10/mo.	$60/mo.	$200/mo.	$600/mo.	$2,000/mo.
$0.01 per token	$0.0075 per token	$0.005 per token	$0.003 per token	$0.002 per token

Additional fees

ExpressPlay SDK

SDK fee is measured based upon token usage.

+$0.005 per token used

24-hour Premium Support

Contact sales for premium support options.

Ask sales

*Test SDK is for iOS and Android evaluation and testing purposes only. Not for use in a production environment. Production SDK is $99 (one time fee).

Complete Media Stack

Available Now

mpeg-DASH

HTTP-based Adaptive Streaming

License/Key Delivery

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For more information, send your questions to:

khuang@intertrust.com

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