



Encrypted Media Extensions with Clear Key

Towards a unified pipeline

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ITV PLC

The UK's largest
commercial broadcaster

We make, sell and
distribute our own
content

Operating 6 Free to air
broadcast channels

Direct to consumer with
The ITV Hub





Intro...

What is EME ClearKey and
ITV chose it.

How we have challenges
in the horizontal market,
but a unique opportunity
to shape the future of
DRM.



How things were...

Inconsistent
Implementations

Pay per app download
Pay per view

HLS popular, no DRM
Interop.

Not suited to AVOD
business models



IMPACT

COST

SIMPLICITY



How things are now...

Common Encryption

Moving away from Pay model.

Vertical Market specific technologies, but trending towards eco system lock in

Sunrise of DASH with interop. guidelines

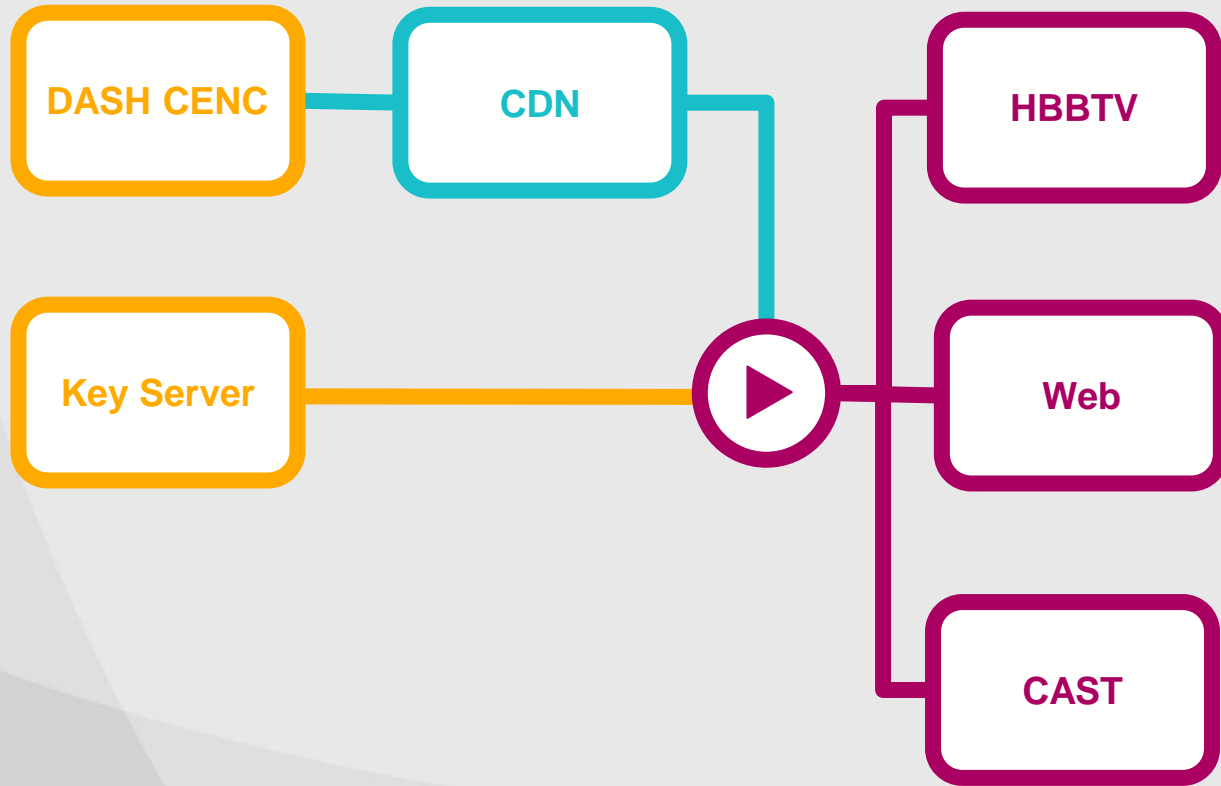
Horizontal Market

Vertically aligned DRMs don't translate well to the Horizontal market.

Recent attempts in the UK to specify DRM for Horizontal market have stalled.

Wave Project in US
standarising around
EME





EME Architecture

All components of a full DRM system - just lacking robust key protection.

ClearKey aligned with ITV DRM principles.

Re-use of a protection system across Horizontal Market, Web and CAST from mobile.

Challenges

Hard work to get here

Stability of EME spec during implementation

A coexistence and transition challenge



Next Steps

Stopping here doesn't make sense.

ITV DRM principles for Horizontal Market under review remains under review

Greater involvement in this area of HBBTV





THANK YOU