



IPNETWORKSYSTEMS

SECURE DIGITAL MEDIA SERVICES



Why is IPNS Different?

What is the difference between IP Network Systems and other DRM license issuing services?

The IP Network Systems “Media Management Systems” is a complete end-to-end solution for content owners and service providers looking to monetize content across PC, Mobile and IPTV channels.

Our market leading Digital Storefronts, Content Management, Security, Marketing and Commerce products reduce the complexities of managing a pay media application. It puts the management of content services into the hands of business users rather than in the hands of engineers. “Media Management System” allow content and service providers to focus on marketing and selling their media assets while IP Network Systems handles the heavy lifting on the back end.

The average DRM license issuing services offer only simple DRM license delivery. The time and investment required to build a sophisticated pay media system (an application layer, search engine, download manger, commerce engine, recommendation engine, discounts, etc.) still falls squarely on the shoulders of the content or service provider.

The need to build these solutions requires a larger and more sophisticated engineering staff adding overhead and decreasing time to market. Basic DRM license delivery fails to comprehensively manage license policies and criteria, delivery channels and management of business rules and logic tied to the license policies.

DRM technology is not trivial and is at the core of the IPNS “Media Management System” platform.

What if all we need is simple license delivery?

Even if you have made the decision to build the application layer on your own and all you need is simple license delivery, there are a few things that you should consider when choosing a service provider:

1. How does the service provider manage content keys?

When a piece of content is protected using DRM, the master keys for that content are registered with the service provider. The DRM service needs those keys to be able to generate the appropriate DRM license whenever a user tries to play protected content. The problem is that many DRM service providers do not take the management of that key seriously. Some store the keys in a local database while others store the keys in a text file distributed on the network edge. If these content keys were compromised, an unauthorized user would have the ability to decrypt the entire content catalog. IP Network Systems takes this problem very seriously and has developed significant intellectual property around the process of protecting and managing those keys to ensure that content providers' valuable content is not compromised.

2. Is enabling DRM the service provider's core competency?

There are many services on the market that provide license issuing technology for DRM but not many are versed in actually enabling that functionality in the market. For example, some services can distribute Microsoft DRM v9 licenses but those providers would not be able to explain how to make your service compliant with Microsoft's "Plays for Sure" standards. IP Network Systems, however, acts as a DRM enabler. Whenever new DRM functionality is brought to market IP Network Systems is the first to enable clients to use that functionality. When [Microsoft DRM v10](#) was introduced, IP Network Systems was among the first companies to enable content providers to distribute content to the Portable Media Center (PMC) and help clients to adhere to the Plays for Sure platform. IP Network Systems is always at the cutting edge of these platforms and services while simple DRM service providers do not typically have the expertise to help enable your content beyond basic DRM and into these new platforms.

3. How reliable is the DRM service provider?

DRM technology requires media assets to be encrypted with a unique digital key. This key is stored, managed and delivered to end users by the service provider. Therefore, the service provider should have the network capacity and business maturity to handle growth. Once a DRM service provider encrypts your content and delivers licenses, it can be difficult to migrate existing content and accounts to a larger, more sophisticated system to meet new requirements in a quickly changing market. Make sure the DRM service provider can already process large volumes of content and licenses that can meet future needs of the market. Make sure the DRM service provider is as stable as the content it protects for years to come.

4. Can the DRM service provider help you sell?

In the commercial world, DRM is less about security and more about control. The ability to control the Who, What, Where and How as it applies to selling content. The effectiveness of a DRM system should be judged not on how well it protects content, but how well it helps you sell - the more content sold, the better the DRM system. A sophisticated Digital Rights Management system should empower sales by managing rights well. This means being able to negotiate the complexities of broadcast rights as well as the market ability needed to leverage those rights into profits. The ability to enforce different content rights to virtually endless markets is the true power of DRM. Make sure the DRM service provider can promote sales as well as security.