intertrust®

Data Sheet

Media Solutions

ExpressPlay XCA™

Hybrid Next-Generation security overcomes legacy Conditional Access System (CAS) limitations

A major shift is underway as users increasingly bypass traditional broadcast television (over-the-air or OTA) for over-the-top (OTT) streaming services. Today's viewers want to enjoy premium content anywhere and anytime, on any device without issues or difficulties.

Intertrust prepares operators for the future with a DRM-based content protection solution that spans both broadcast television and streaming services. ExpressPlay XCA™ is a cloud-based security-as-a-service (SaaS) that uses the open-standard Marlin DRM to enable broadcasters and pay-TV operators to deliver content to a set-top box (STB) or smart TV via DVB channels.

ExpressPlay XCA bridges the worlds of CAS and DRM by implementing a converged client security stack supporting both broadcast and broadband delivered services. This reduces integration efforts and improves overall security by not having to manage two different security clients.

Moreover, contrary to the legacy CAS approaches, there is no requirement for dedicated and costly security hardware module to be integrated in the device or DVB Conditional Access Modules (CAM). The cardless XCA enables further cost reduction through a self-certification program for device makers, which also accelerates time-to-market.

The ExpressPlay XCA solution protects services across a wide range of client devices, such as STBs and smart TVs:

- DVB broadcast-only ('one-way'), devices that do not have access to a broadband internet connection
- Broadband-connected devices

ExpressPlay XCA supports the classical pay TV use-cases together with managed IPTV platforms, and broadband streaming services.

Business Benefits

Broad industry support

- Supports broadcast models such as free-to-air (FTA), free-to-view (FTV), pay-per-view (PPV), and multi-tier subscriptions, and much more
- Adaptive streaming protocols – HTTP Live Streaming (HLS) and MPEG-DASH
- DVB Simulcrypt compliant ensures interoperability with DVB head-ends and legacy CAS
- HbbTV 2.x (Hybrid Broadcast Broadband) standard and Free TV Alliance (FTVA) requirements
- XCA supports Android Open Source Program (AOSP) via MediaCAS and MediaDRM plug-ins

Future-proofing the architecture

- Converged DVB-OTT client porting kit with TEE support eliminates the need for separate CAS and DRM clients
- Seamless switching between OTA and OTT services
- Significantly eases the transition from CAS to DRM with future-proof path

More cost effective than legacy CAS

- Built on Marlin, the open-standard DRM created in 2005 by Intertrust, Panasonic, Philips, Samsung, and Sony
- Highly cost-effective solution that using existing video head-end infrastructure
- A legacy CAS is magnitudes costlier – XCA reduces overall client device BOM costs and logistics by eliminating the need for dedicated security hardware
- Self-certification of client devices speeds time-to-market and cuts cost

Features

ExpressPlay DRM turnkey solution

- The XCA service API enables an operator to integrate with their subscriber management system (SMS) and any content management system
- Pre-integrated with vendors of video head-ends and cloud-based media services

Available for both DVB one-way devices and two-way (connected) devices

- Enables a wide range of applications: from broadcast delivery to on-demand services
- Seamless switching between OTA and OTT services in the same TV or STB

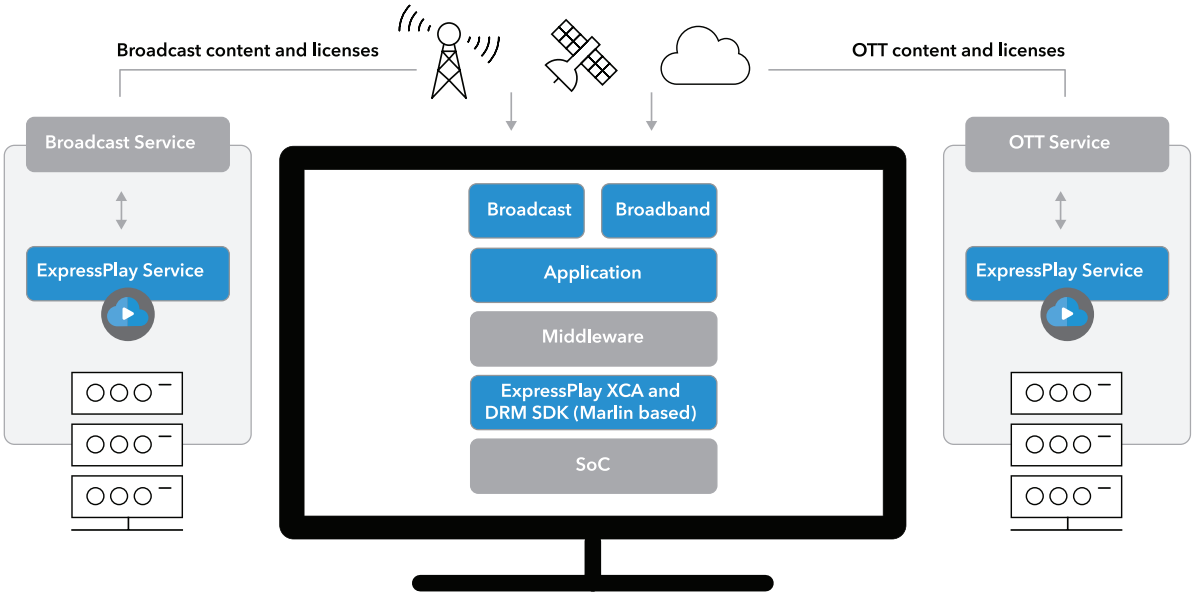
Latest security technologies

- Leverages trusted execution environment (TEE) in clients to protect UHD/4K content
- Supports for content encryption with AES, DVB CSA1, 2 and 3

Large Partner Ecosystem

- Pre-integrated TV-sets with embedded XCA support enables OTA and OTT delivery without smart cards and CAMs, lowing the cost to both operators and consumers
- Integrated with major TV manufacturers, including: Vestel, Sony, Hisense, etc. Integrated with chipsets from Broadcom, RealTek, NovaTek, AmLogic, Alitech, and Montage

Converged client security stack for broadcast and broadband services



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