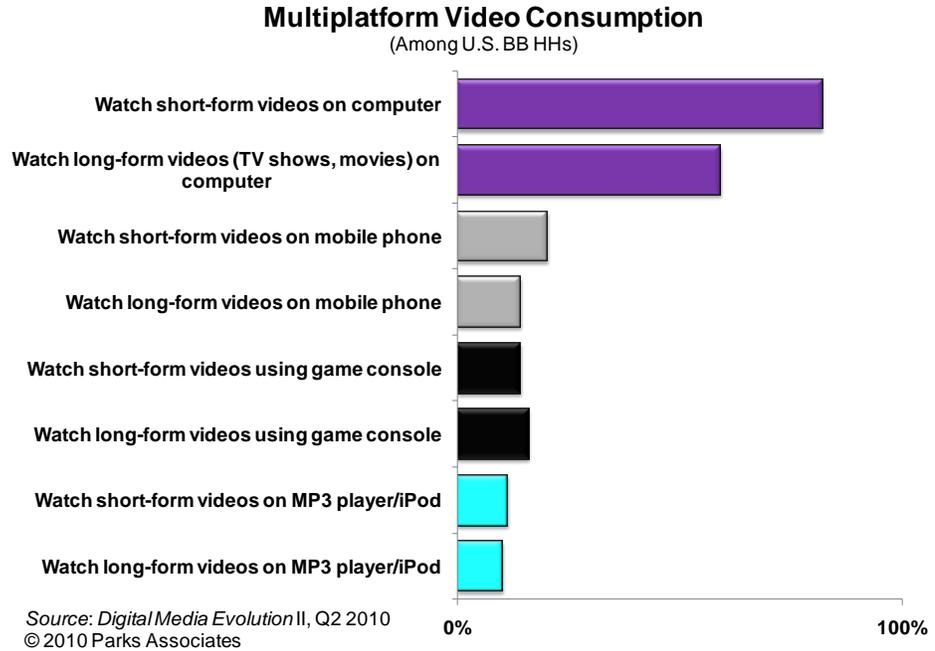


Synopsis **Multiplatform Video Consumption**

This report examines the current and emerging content protection industry. It identifies the important features, beyond basic content protection/antipiracy elements, for today's conditional access (CA)/digital rights management (DRM) solutions. It also examines changes in content technologies and solutions, including ways CA/DRM solutions can create new revenue models and meet consumer desires to access video on multiple devices.



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"Although protecting premium content remains a chief role of various antipiracy solutions, the proliferation of digital media and networked devices is requiring companies to add additional elements to their solutions," said Kurt Scherf, vice president, principal analyst, Parks Associates. "Content protection is being enhanced via solutions that emphasize multidevice usage, the protection of both linear and on-demand content, and the use of content identification for both forensics and new monetization models."

Contents

The Bottom Line

Digital Rights Management and Content Protection Dashboard

- 1.0 Report Summary**
 - 1.1 Purpose and Scope of Report
 - 1.2 Data Sources
 - 1.3 Companies Briefed
 - 1.4 Definitions of Terms and Acronyms
- 2.0 Defining the Space**
 - 2.1 Physical Content Protection
 - 2.2 Link Protection
 - 2.3 Conditional Access
 - 2.4 Digital Rights Management
 - 2.5 Watermarking
- 3.0 Video Applications and Content Protection**
 - 3.1 Managed Video
 - 3.1.1 Pay TV Services, Solutions: Beyond the STB

- 3.1.2 TV Everywhere
- 3.2 Online Video: Going "Over-the-Top"
- 3.3 Mobile Video

4.0 Market Trends and Recommendations

- 4.1 Key Areas to Watch
 - 4.1.1 Robustness and Renewability
 - 4.1.2 The Push towards Interoperability
 - 4.1.3 Optimization
 - 4.1.4 DRM and Music from the Cloud
 - 4.1.5 Advertising
 - 4.1.6 Early Release Video
- 4.2 Market Recommendations
 - 4.2.1 Court the Carrier as Well
 - 4.2.2 Flexibility and Consolidation
 - 4.2.3 Monetization of Piracy Deterrence
 - 4.2.4 Be a Tool, Not Just a Weapon

Figures

- Physical Content Protection Licensing Groups
- CPSA Framework
- Widely Used Protection Technologies
- Technical Elements of the DTCP Standard
- Conditional Access System Components
- Conditional Access Solutions and Providers
- Interoperability Initiatives
- DRM Solutions and Providers
- Use of Watermarking in Theatrical Release (Source: Digital Watermarking Alliance)
- Watermark Technologies and Solution Providers
- The Managed Video Ecosystem (Source: Intel Corporation)
- Appeal of Whole-home DVR Systems
- Widevine Cypher System Structure
- Whole Home DVR Initiatives and Service Offerings
- Multiscreen / TV Everywhere Initiatives
- NDS Unified Headend System Architecture (Source: NDS Corporation)
- Multiplatform Video Consumption
- Changing Video Consumption Habits
- Full Length Video Watching on the PC
- Devices Connected to the Home Network
- Online Video Providers and Device Availability
- Content File Types Stored on NAS
- Mobile Video Service Payment Methods
- Mobile Video Service Preferred Payment Methods
- Inhibitors of PC Video Consumption
- Inhibitors to Game Console Video Consumption
- Inhibitors to Mobile Phone Video Consumption



Trends in Digital Rights Management and Content Protection

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