

Adobe Primetime DRM

Make Every Screen a TV



The DRM capability of Adobe Primetime, formerly known as Adobe Access, provides the most scalable, efficient workflow for delivering and protecting premium video across desktops, devices and the digital home. A Hollywood studio- and DECE-approved DRM, Adobe Primetime DRM allows programmers to extend audience reach and enable a broad set of business models, including rentals, subscriptions, and downloads, both directly and through syndication and distribution partners.

Adobe Primetime DRM is a robust content-protection system that provides the highest grade of content protection available across all platforms and devices supported by the Adobe Primetime player SDK. Adobe Primetime DRM supports every important MSO- and programmer-ready feature for content protection, including:

- Application whitelisting to ensure that protected content only plays within approved applications from trusted packagers
- Domain management to bind content to a domain of devices all sharing a license under your business rules
- Device filtering so you can exclude certain devices from specific content based on screen type, OS, or hardware capabilities
- Key and license rotation you can set to a certain number of seconds or to end-of-program, as you prefer
- License chaining that supports a root license encrypted and bound to a certain device, with automatic updating of all related leaf licenses
- Selectable output controls to guard against consumer recordings

Some DRM systems lose effectiveness as time passes. This is not the case with Adobe Primetime DRM, which controls access to clients that may have been breached through license revocability and renewability. Sophisticated mitigation techniques help prevent break-once, run-everywhere attacks. Jailbreak protection for mobile platforms helps ensure the integrity of the client. Key rotation and license rotation ensure that a single key is not used for an extended period of time, reducing the risk of unauthorized access to content.

Additional highlights of Adobe Primetime DRM include:

- **The world's largest installed base of any DRM on the desktop** – DRM is available on any PC with Flash with no downloads or plug-ins required. This cuts delays and enables faster stream startup.
- **Deployment flexibility** – In addition to on-premise license server management, Adobe Primetime DRM is now offered as a service. And if your event calls for massive scale without the need for license management, use Adobe Primetime's protected streaming, secured with the same technology powering Adobe Primetime DRM
- **No need for any key management** – This cuts development time for applications and lowers the total cost of operations.
- **Superior consumer experience when device is incompatible with license** – Adobe Primetime player SDK's adaptive streaming selects a compatible rendition of the content, instead of failing entirely or reducing the resolution shown on the device. These errors can occur, for example, when HDCP is not available.
- **Fine-grained control over access to content** – Licensing decisions can be based on specific characteristics of the device to provide more granular control.

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Adobe Primetime helps MSOs and programmers reach viewers on any IP-connected screen, creating more value for pay-TV service and strengthening brand affinity for content owners. With a unified, highly secure workflow for live, linear and video-on-demand (VOD) programming, Adobe Primetime delivers an engaging, personalized viewing experience on every device and desktop. Adobe Primetime capabilities are modular and interoperable with third-party publishing, monetization and optimization technologies. By building on top of the Adobe Primetime player SDKs, programmers and MSOs can continue to leverage existing broadcast, cable and satellite workflows and infrastructure, and deploy additional Adobe Primetime components as their business needs evolve.

