Adobe Primetime Pay-TV Pass

Make Every Screen a TV

The Emmy-award winning pay-TV pass capability of Adobe Primetime, formerly known as Adobe Pass, is a universal, user-friendly system for unlocking pay-TV content on any device. A pioneer in the concept of "TV Everywhere," Adobe enjoys "gold standard" status by powering over 120 TV Everywhere sites and apps and integrating with over 230 US operators representing 99% of all pay-TV households. And the innovation continues with consumer-driven features like auto-authentication where subscribers to both an operator's broadband and pay-TV offering are authenticated automatically.

For programmers, Adobe Primetime pay-TV pass offers straightforward integration with virtually every operator in the U.S., providing instant connectivity without the pain of multiple, direct integrations. For operators, Adobe Primetime pay-TV pass helps strengthen relationships with subscribers by providing a secure, multiscreen viewing experience. Adobe Primetime pay-TV pass requires no additional downloads or plug-ins, delivering a seamless, hassle-free viewing experience for consumers. Programmers leveraging pay TV pass today include Turner, Viacom, NBCU, Disney, ESPN, ABC, Fox, NFL, Starz, and dozens of others.

Adobe Primetime pay-TV pass is available as a hosted service that enables secure communications between consumers, programmers, and operators to establish a user's entitlement to content. This enables rapid back-end integration based on existing business rules, with quick time to market and a more secure environment to prevent fraud. This solution provides the convenience of single sign-on (SSO), so that subscribers don't need to log in repeatedly after their first authentication, even as they travel across different TV Everywhere sites or apps. Other features include auto in-home authentication (subject to operator capabilities) where no login is required. The service also supports advanced use cases like parental controls, local blackout restrictions, and fraud limiting. Adobe Primetime pay-TV pass supports apps running on virtually any connected desktop, mobile or digital home device.

Adobe Primetime pay-TV pass includes three core components:

- The Access Enabler, a small file loaded into a programmer's webpage or in the player application on the client side which serves as the glue for the overall TV Everywhere ecosystem.
- The Adobe Primetime pay-TV pass server, a hosted server that securely communicates both with the Access Enabler on the client and with the existing authentication systems of the pay-TV operators.
- The Media Token Verifier to validate the entitlement. This is the final step in the process where the validation of a user's entitlement can securely fit into the overall CDN token workflow.

Adobe Primetime pay-TV pass can be used as a standalone service option and is also available pre-integrated with the other capabilities of Adobe Primetime that streamline the publishing, monetization and optimization of TV Everywhere content.
Adobe Primetime helps programmers and operators 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 operators can continue to leverage existing broadcast, cable and satellite workflows and infrastructure, and deploy additional Adobe Primetime components as their business needs evolve.