Adobe Primetime Authentication

Powering entitlement for 99% of pay-TV households
in North America

Adobe Primetime authentication

Provide connectivity to pay-TV content when viewers authenticate
The Emmy-award winning authentication 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 is the industry-standard authentication technology, powering over 105 channels and 300 TV Everywhere sites and apps, representing 99% of all pay-TV households in the US and 94% in Canada. Adobe Primetime continues to innovate with consumer-driven features like automatic in-home authentication, which eliminates the need to provide pay-TV service credentials manually when watching TV Everywhere at home. Adobe Primetime's investment in server side architecture is designed for the complexities of TV-E today, including more flexibility around different rule configurations for devices and granularity around the data that can be exposed.

Make intelligent decisions on playback optimization when viewers authenticate
Adobe Primetime comes with concurrency monitoring APIs, allowing pay-TV and over-the-top (OTT) service providers to make intelligent decisions on playback optimization when viewers authenticate. The data collected through concurrency and authentication monitoring empowers operators and programmers to take action on concurrent active streams and address latency issues in real time.

Unique benefits of Adobe Primetime authentication

Instant connectivity without the pain of multiple, direct integrations
- Straightforward integration with almost every U.S. operator
- Turner, Viacom, NBCU, Disney, ESPN, ABC, Fox, NFL, Starz, and dozens of others leverage Adobe Primetime authentication
- Support for a wide range of authentication protocols including SAML, OAuth 1.0a and OAuth 2.0

Secure, hassle-free multiscreen viewing experience for consumers
- Supports apps running on any connected desktop, mobile, or digital home device
- Enforce playback streaming policies based on variables, such as when device or domain limits have been reached or geographic restrictions, using collective rules
- Execute live events successfully using battle-hardened Adobe Primetime authentication with gold standard professional support
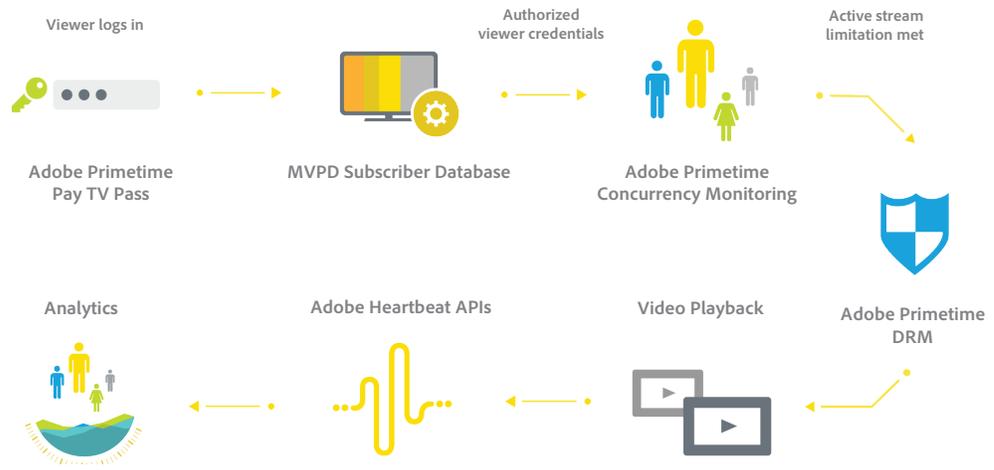
Fast time to market and a more secure environment to limit fraud
- Enable secure communications between viewers, programmers, and operators to establish a user's entitlement to content
- Support advanced use cases, such as parental controls, local blackout restrictions, and fraud limitations
- Determines whether active stream limitations have been met, based on defined business rules

Holistically measure and monetize
- Extract insights from concurrent and entitlement service monitoring (ESM), enhancing the seamless experience on IPTV across devices and domains
- Optimize latency issues via any access point ESM if success of authorization suddenly drops
- Make intelligent decisions with concurrency monitoring on whether to allow playback when viewers authenticate through any screen, using apps or sites from the operator, programmer, or partners

Authenticating with Adobe Primetime Authentication unlocks Pay-TV content for a hassle-free viewing experience

Viewer logs in

Authorized viewer credentials

Active stream limitation met

Adobe Primetime Pay TV Pass

MVPD Subscriber Database

Adobe Primetime Concurrency Monitoring

Analytics

Adobe Heartbeat APIs

Video Playback

Adobe Primetime DRM

Key features

Adobe Primetime authentication

- **Access Enabler**—Software development kit (SDK) loaded into a programmer's web page or in the player application on the client side to integrate into the TV Everywhere ecosystem.
- **Adobe Primetime pay-TV pass server**—Hosted server that securely communicates with the Access Enabler on the client and the pay-TV operators' authentication systems.
- **Media Token Verifier**—Validates the authentication, the final step in the process where the validation of a user's entitlement can securely fit into the overall CDN token workflow.
- **Single sign-on (SSO) authentication**—Subscribers don't need to log in repeatedly on the same device after the first authentication, even as they travel across different TV Everywhere sites and apps.
- **Auto authentication**—Eliminate user login requirements in the home, subject to operator capabilities.
- **TV-Dashboard**—Developed on Adobe Primetime's latest server side architecture, programmers and operators can dynamically change the rules of authentication and authorization to fit their business needs.

Adobe Primetime Degradation API
If enabled, allows subscribers to temporarily bypass authentication for operator apps or authorization of programmer apps if unexpected issues arise, such as an influx of viewers landing at the same access point. A short-term authorization token is provided until the MVPD issue is fixed.

Adobe Primetime concurrency monitoring
The Heartbeat API tracks real-time insights, including which content the viewer watched and when.

The User Status API monitors the number of active streams accessed by an authenticated viewer.

Adobe Primetime entitlement resource monitoring
The ERM API provides visibility into the successful attempts over the total number of attempts to authenticate in real time. You can aggregate the successful authentication ratio by domain, device, or via browser.

Adobe Primetime live event monitoring
Adobe Primetime client services offer professional support to ensure that your live events run smoothly after your viewers authenticate to access your content. On-site support and live monitoring services are available upon request.

Flexibility to integrate with existing workflows

You can use Adobe Primetime authentication as a standalone service or integrated with the other Adobe Primetime capabilities to streamline the publishing, protection, monetization, and optimization of TV Everywhere content. Adobe Primetime concurrency monitoring meets OATC standards and can integrate with your authentication system or Adobe Primetime authentication.
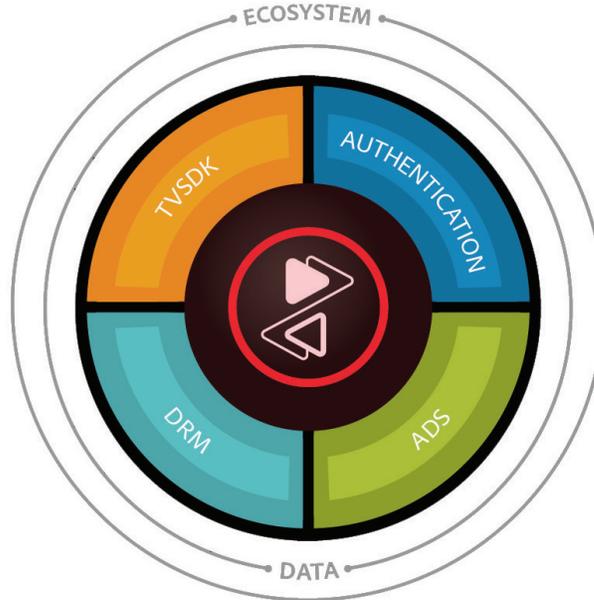
Adobe Primetime

Adobe Primetime is a multiscreen TV platform for live, linear and VOD programming. The solution creates personalized over-the-top (OTT) and TV Everywhere (TVE) experiences on every screen. Adobe Primetime's modular distribution and monetization capabilities include TVSDK for multiscreen playback, DRM, authentication, dynamic ad insertion (DAI) and audience-centric ad decisioning. Customers can deploy Adobe Primetime's modular components in flexible configurations that support a broad range of business models. The results are greater revenue from ad sales and subscriptions, lower operating costs, and loyal, engaged audiences.

For more information
www.adobe.com/primetime