



Adobe Primetime DRM, powered by ExpressPlay

Protect content with the best DRM system for each and every device



Adobe Primetime DRM, powered by ExpressPlay, solves the problem of digital rights management (DRM) fragmentation by giving content distributors a way to support multiple DRM systems in their content distribution workflow and player technology. It protects live, linear, and video-on-demand (VOD) content across the widest range of devices using the DRM system that's inherent to each browser or device as follows:

- Microsoft PlayReady including Internet Explorer and Edge browsers on Windows, Amazon Fire, and Xbox
- Google Widevine including Chrome browser and Android OS devices
- Adobe Access including Firefox and legacy browsers on desktop
- Apple FairPlay Streaming including iOS devices

Adobe Primetime, powered by ExpressPlay provides protection accessible on many endpoints

<p>Hardware Partnerships</p>	<p>Hosting</p> <p>In the Cloud On-Premises</p>
<p>HTML5-EME</p> <p>IE, Chrome, Firefox, Safari</p>	<p>Cloud Integrations</p> <p>Multi-DRM protection</p>

Unique benefits of Adobe Primetime DRM, powered by ExpressPlay

Only provider in the market to deploy one workflow for all DRM systems

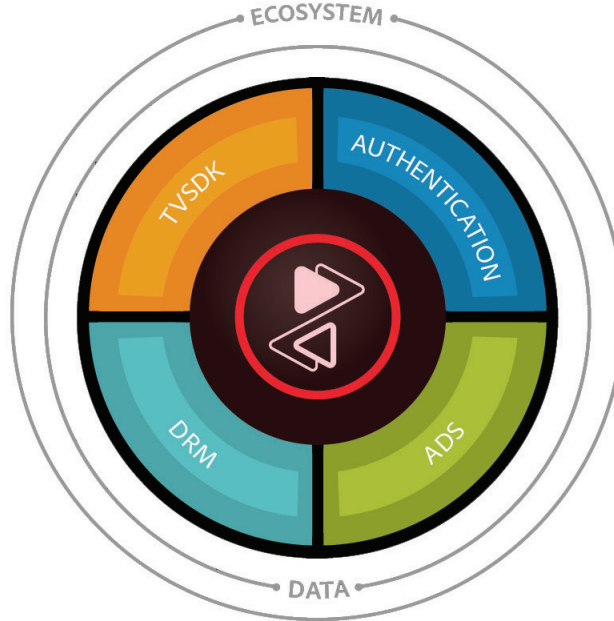
It is now very easy to add multiple DRMs to your workflow, as Adobe Primetime DRM, powered by ExpressPlay, provides access to the four leading DRM systems. Our service is a simple, turnkey, cloud-based service that reduces the complexity of licensing and integrations with authentication and entitlement systems.

Most robust content protection available on each platform

If you are obligated to protect content, or you have valuable content you wish to protect regardless of contractual obligations, multi-DRM provides the highest level of protection available on each platform.

Player toolkit that supports multi-DRM

Use Adobe's best-in-class player technology with the broadest device footprint, Adobe Primetime TVSDK, to seamlessly play back protected content.



Adobe Primetime

Adobe Primetime is a multiscreen over-the-top (OTT) platform for live, linear, and VOD programming. Its modular distribution, personalization, and monetization capabilities include TVSDK for multiscreen playback, DRM, authentication, dynamic ad insertion (DAI), and a sell-side platform (SSP). Customers can deploy the Adobe Primetime 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/marketing-cloud/primetime-tv-platform.html



Adobe

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