

# Enabling Secured Content Distribution



## Online content

Unquestioned need for content protection



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- The dematerialization of content is a reality
  - Brings crucial advantages:
    - More content is available
    - Access to content is easier
  
  - Content is everywhere
  
  - The drawbacks of content everywhere:
    - Territories (Content without Frontiers)
    - Piracy (Content without Control...)



## □ What the Users want is:

- freedom to access content everywhere,
- on any device
- and in any situation.

## □ What the Rights Holders want is:

- to distribute content
- on any device
- via all available media and networks



Rights holders and customers share  
**the same dream...**



## □ Our vision:

Content proliferation corresponds to a universal need, so:

- Let the digital content be copied
- Provide the rights holders with tools to control the usages
- Avoid compromise between usability, cost and security

## □ Our Answer:

Medialive's content-centric and persistent protection

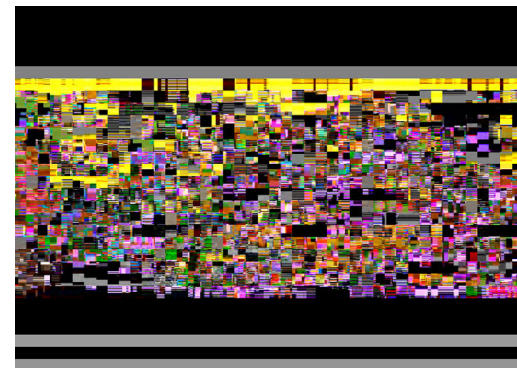
- The Medialiving® concept is based on a physiological analysis of the human ear and vision



*Video content before treatment*



**Medialiving®:**  
*Removing 1% or less  
of the original digital  
content*



*Video content after treatment  
and lures insertion*

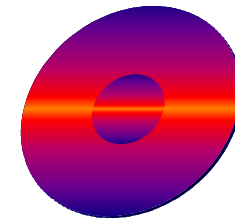
## Any format:

- Audio: MP3, AAC, AAC+...
- Video: MPEG-2, MPEG-4, H.264, VC1...
- Image: JPEG, JPEG-2000...



## Any physical support

- Hard disk
- Memory Card
- SIM Card
- ...



## Any usage

- Broadcasting (live)
- On demand content
- Stored content

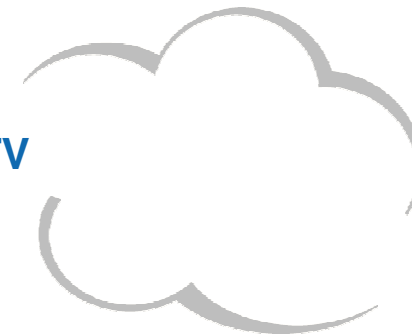


## Cross Platform:

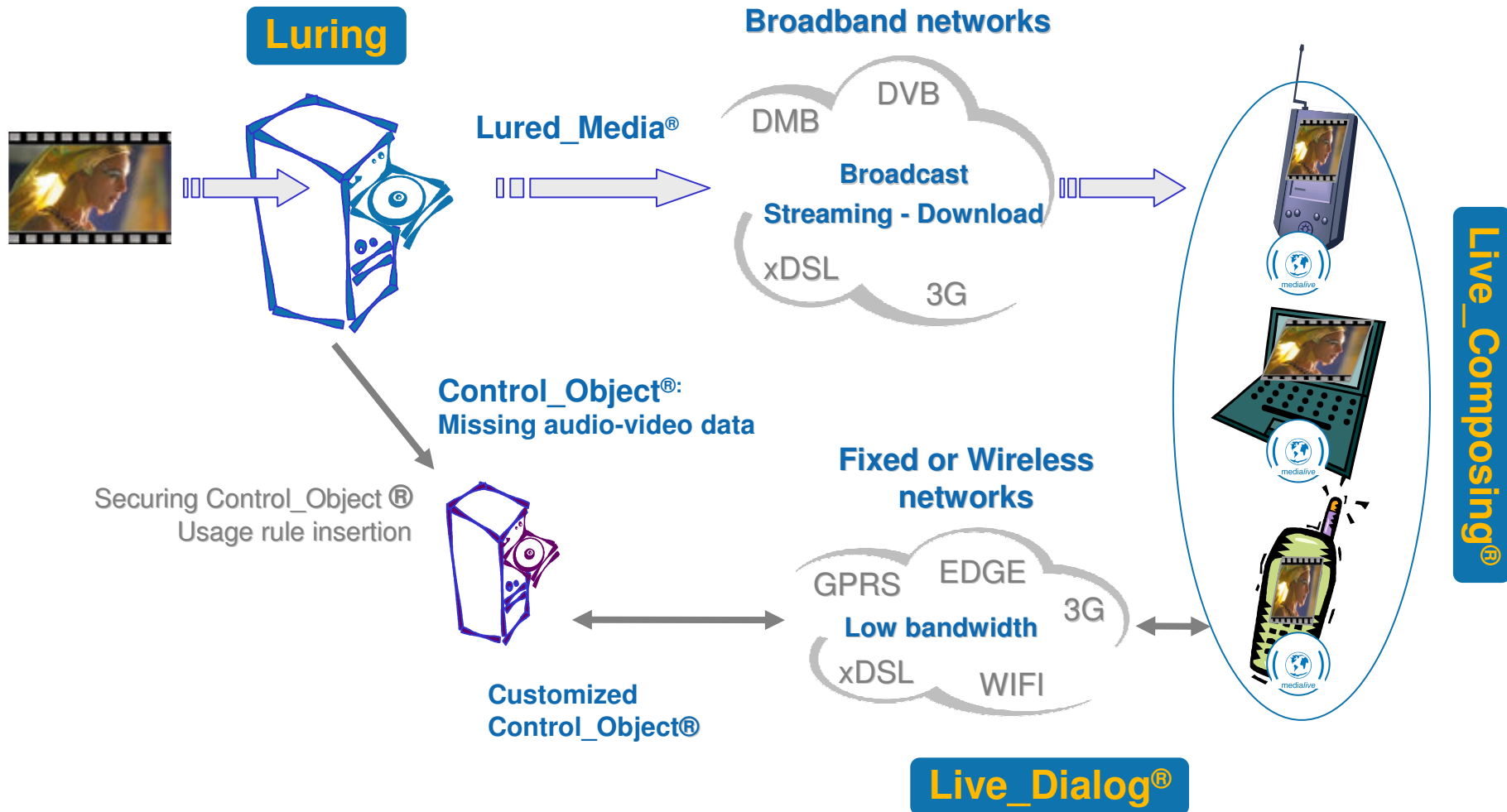
- Windows / MAC / Linux
- Symbian / Windows Mobile
- Closed OS

## Any network type

- xDSL
- Wireless
- Cable TV
- Satellite TV
- DVB-H
- ...



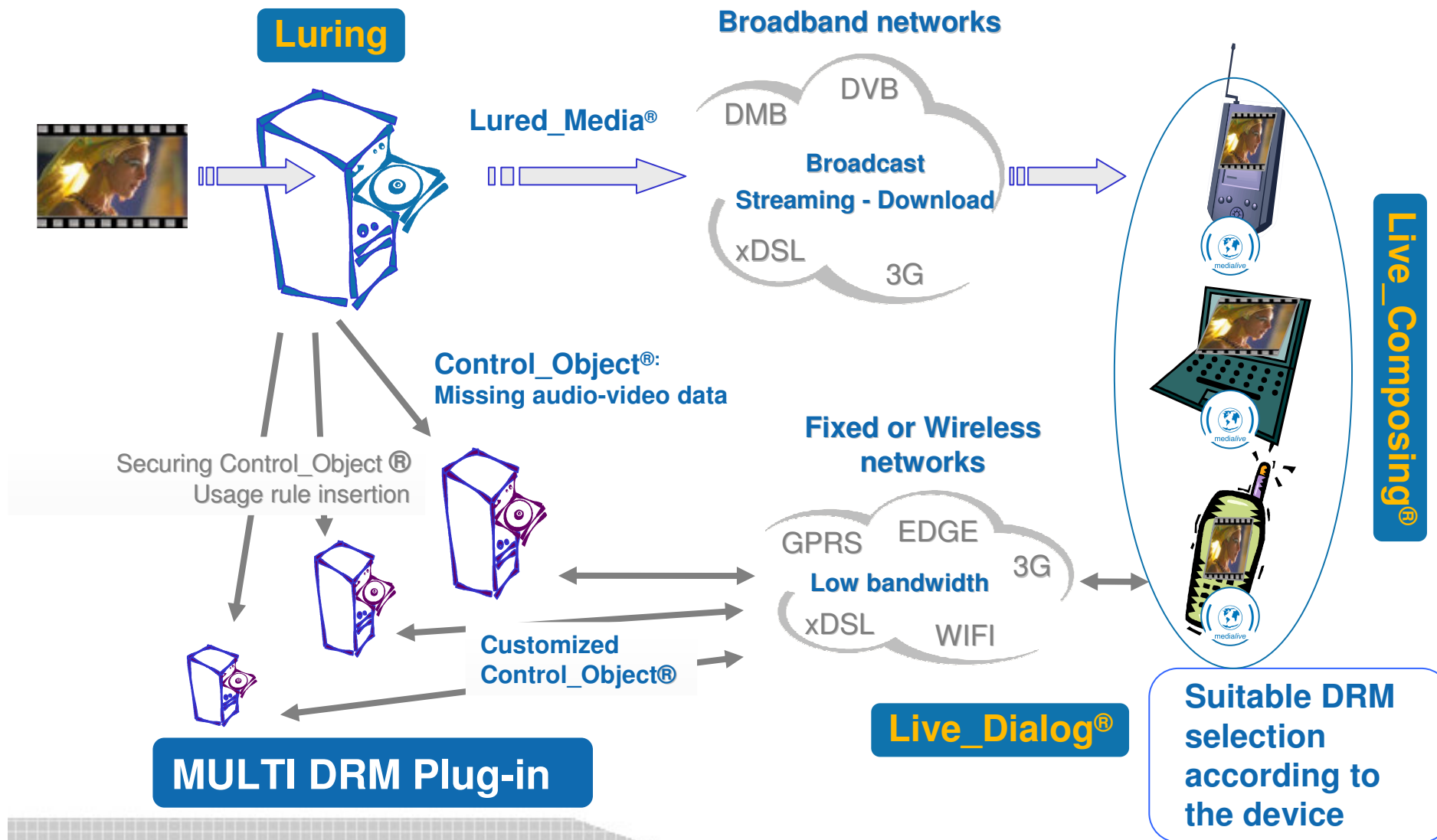
Protect once for multiple usages, media, networks and devices



# Multi DRM operability features



Simple and efficient way for DRM multi operability



Interoperability leads to  
a better use of online content with content security  
and  
avoid users' frustrations related to complex DRM systems

European Commission's initiatives encouraging  
interoperability solutions contribute to define the path for  
the growth of online business models.

Thank you

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