

Bharti Airtel Serves Secure Content With Multi-DRM **At Scale**

Bharti Airtel Limited uses NAGRA's Active Streaming Protection (ASP) to support a variety of consumer devices and serve 50-60 million multi-DRM licenses per week.

Opportunity:

Airtel, with 500 million subscribers, runs over-the-top (OTT) services for a wide variety of consumer devices through its Xstream digital entertainment platform. The operator is contractually obliged to protect the content it distributes. This is no mean feat, given its goal to offer 350 live TV channels with 10,000+ shows and movies, consumed on a wide range of devices.

Collaboration:

To monetize its investment in content, Airtel selected NAGRA's Active Streaming Protection framework. ASP is a cloud-based, modular, back-office toolkit that allows pay-TV operators to support all types of devices from one back-office platform. Then, to protect its investment, Airtel chose the Advanced Security feature that includes multi-DRM. Multi-DRM manages the security aspects of pay TV including advanced services such as concurrent session management and device authentication.

Benefits:

- NAGRA's multi-DRM service serves a license — Apple FairPlay, Microsoft PlayReady and Google Widevine — to each independent content stream. Even with millions of users individually selecting content.
- NAGRA Advanced Security secures every session and authenticates every user to the Airtel Xstream app running on the subscriber's device.
- Airtel has the flexibility to add other streaming protection as needed.
- Running multi-DRM in the cloud allows the mobile operator to adjust its OPEX as the size of its audience changes.

NAGRA KUDELSKI PORTFOLIO SPOTLIGHT:

CLIENT	
COUNTRY	
SOLUTION	Multi-DRM



Our mission is to be India's preferred destination for premium digital content. Given the massive surge in consumption of digital content in India, we need to enable secure delivery of content at scale. We are very pleased with the performance and scalability of the NAGRA multi-DRM component of ASP and with NAGRA's support, which has ensured we've met this objective.

- **Sudipta Banerjee**, CTO
Wynk, a subsidiary of
Bharti Airtel Limited

OUR VALUE DELIVERED

SCALABLE ACTIVE STREAMING PROTECTION

Airtel distributes licenses through the multi-DRM component of ASP that NAGRA provides in either a private cloud environment or in a public cloud as software as a service. Cloud deployment offers a financial advantage over on-premises deployment because it eliminates the guesswork of adjusting infrastructure CAPEX to unpredictable rates of subscriber adoption. The cloud model also enables Airtel to scale up for extremely popular content — such as sporting events, breaking news and latest popular programming — then return to normal traffic levels.

VERSATILE MULTI-DRM

Few operators are set up to handle the work of implementing and enforcing digital rights management. In the bring-your-own-device (BYOD) world of subscribers, Airtel had to provide DRM licenses to a broad spectrum of consumer devices and platforms, or risk turning customers away. NAGRA multi-DRM covers all DRMs on the market, allowing Airtel to distribute licenses for each major manufacturer of consumer devices, including Apple, Microsoft and Google/Android. Multi-DRM connects the consumer device requesting the content with the license for the relevant DRM technology. That frees up Airtel to focus on its subscriber base instead of worrying about device support and security.

FLEXIBLE, TIER-1 SOLUTION

Within 20 months of deploying the multi-DRM component of ASP, Airtel had successfully served five billion multi-DRM licenses to its Xstream app running on subscribers' devices. Averaging 50 to 60 million licenses per week, NAGRA's solution has demonstrated its ability to scale with the content needs of one of the world's largest mobile network operators. Airtel is meeting its current needs with multi-DRM and can easily extend content and service protection through the ASP framework with options for secure playback, secure streaming, watermarking and anti-piracy.



NAGRA Kudelski is the world leader in the development and delivery of state-of-the-art technologies to secure the revenues of content owners and service providers for digital television and interactive applications across all network types.