

# Studio DRM with JW Platform

The multi-DRM solution of choice by top broadcasters, sports, OTT platforms and premium rights content holders. Easily integrated, studio approved, and scalable DRM.

JW Player's Studio DRM (formerly VUDRM) is the world's leading DRM provider. As the first in the industry to implement multi-DRM and multiABR with PlayReady, we are experts in this field. We pride ourselves on delivering intelligent DRM solutions in a simplified way.

## **MULTI VENDOR STUDIO APPROVED DRM**

Studio DRM supports Google Widevine, FairPlay Streaming, Microsoft PlayReady, AES, and Common Encryption (CENC & CBCS)

## **ADVANCED CONTENT SECURITY**

Studio DRM provides hosted software to allow DRM keys to be generated (Key Provider API) and a Token generation API that allows a unique token to be generated that is sent by the player to the license servers along with the content URL.

## **LATENCY & RESILIENCE**

Studio DRM uses a multi-region infrastructure, spread globally across 7 clusters, to help get your content to the viewer as fast as possible.

## **CLIENT MANAGEMENT CONSOLE**

A browser based JW Dashboard to provide DRM usage statistics.

## **SUPPORTS OFFLINE VIEWING PROTECTION**

Offline playback using persistent license sessions offers solutions for offline viewing using download in mobile devices, or wireless on-board entertainment scenarios.

## **COMMON API**

Our RESTful API is straightforward to integrate. Use a single workflow to deliver to multiple devices.

## **24/7 MONITORING**

JW Player's in-house NOC team monitors the Studio DRM platform to tackle any potential issues as they happen, ensuring stable, consistent, high quality streaming.

## **ALL IN ONE SOLUTION**

The full DRM workflow is handled under-the-hood when you use Studio DRM with JW Platform. From key provisioning, content packaging & encryption, to token creation—it's all handled for you.

## **MULTI PLAYER INTEGRATION**

Studio DRM is integrated with JW Player, dash.js, Shaka, with SDKs for iOS, tvOS and Android, and STB support.

## **SCALABLE & RESILIENT INFRASTRUCTURE**

Our highly scalable infrastructure uses Kubernetes' container orchestration system on AWS in a multi region setup, providing increased monitoring, scalability, high availability, and fault tolerance.

## **DYNAMIC BUSINESS LOGIC**

Supports different business models including Live, offline playback, SVOD, TVOD and AVOD.

## **EASY POLICY CREATION**

Default or custom DRM policies can easily be set in the JW Dashboard or via the Management API v2.

## MULTI-VENDOR DRM

Google Widevine

FairPlay Streaming

Microsoft PlayReady

AES-128 in HLS

Support for CENC, CPIX encryption methods

## BROWSER AND OS SUPPORT

All major browsers and operating systems

Browser based Mobile DRM (iOS+Android)

Native iOS and Android Apps (via SDKs)

## API

RESTful API and SDKs

## SUPPORTED FORMATS

HLS, DASH<sup>1</sup>, MSS

Multi-device support  
web, mobile, casting, Set-Top-Box (STB)

## HIGH AVAILABILITY

Self-healing architecture,  
high availability (99.99%)

Highly scalable container-based platform, pre-scaled to handle traffic burst

Multi-region AWS cloud server infrastructure

Built-in redundancy

8 Global PoP's

Actively monitored by 24/7 NOC, collocated with the DRM development team

## PLAYER INTEGRATIONS

JW Web Player

JW Native SDKs

DASH.js

Shaka

AVPlayer

Exoplayer

## OTHER 3RD PARTY PLUGINS

Set Top Boxes (Supporting OEM DRM)

## HEALTH & MONITORING

Status page

License usage statistics

## AUTHORIZATION OPTIONS

Geo-blocking

HDCP level enforcement

## AUTHORIZATION OPTIONS

JW Studio DRM token generation

Key generation

Key rotation

GEO-IP restriction

Offline DRM (for mobile apps)

<sup>1</sup>Excluding MPEG-DASH VP9

<sup>2</sup>HLS only