HP Digital Rights Management (DRM) for Network and Service Providers (NSPs)

A solution brief from HP
HP Digital Rights Management (DRM) for Network Service Providers (NSPs)

DRM is an emerging technology with fragmented addressable markets, solution capabilities and standards. While standards continue to emerge, the market has consolidated and DRM software vendors have recognized that their software must address content protection for media and entertainment content as well as sensitive corporate information. This requires the ability to secure various types of content not only as it is distributed across the public Internet, but also within the corporate intranet.

DRM involves creation of rights to digital content, management of those rights, delivery of rights-protected content and finally legal enforcement when content owners believe their material is being used without proper authorization. HP DRM is a partner-centric solution focusing on the protection, encryption and conditional access to content distributed in digital formats. HP DRM protects content delivered across any type of network to any type of device.

A DRM solution combines content, technology and rules to address the needs of the content delivery value chain participants. The content delivery value chain includes the following:

- **Content**
  The type of content determines the number of times the content is likely to be used or experienced, subsequently defining pricing and access permissions. The types of content can include audio; video; hypertext markup language (HTML); extensible markup language (XML); Microsoft® Word documents, Excel tables, PowerPoint (PPT); Adobe® Portable Document Format (PDF); and more.

- **Terms and conditions**
  Terms and conditions identify rules associated with content in terms of access, distribution, billing, etc. When an end user accesses content, the terms and conditions of each user are checked to verify that the end user has the right to use the content.

- **Encryption**
  Encryption refers to the use of independent encoding algorithms that protect content from invalid access during transport and while residing on various devices until the content is delivered.

- **Content owner/provider**
  The content owner/provider actively seeks additional methods of content distribution with the goal of increasing revenues. However, increased distribution requires that the owner have a high degree of protection against illegal use of content and its associated rights to ensure the projected revenue stream.

- **Distributor**
  A distributor is a service provider or network operator who enables a new distribution channel for the content owner. The distributor has created a variety of revenue-generating service models, such as Video on Demand (VOD), managed content delivery services, e-learning, and music subscription services. These services require a scalable, reliable, easily integrated solution to service the growing demand for digital rights management solutions.

- **Consumer**
  The consumer requires a friendly, smooth and transparent rights-acquisition process and wants to experience digital media anywhere and anytime without the need for proprietary plug-ins on the client-side.

**Overview**

Digital Rights Management (DRM) refers to policies and procedures that define rules about the authorized use of content and enforces licenses between a content owner (the licensor) and a consumer (the licensee). Content owners have reason to be concerned about the digital distribution of their content as it represents their brand, their product and ultimately their source of revenue. When content is inappropriately shared or accessed, the content owner’s revenue potential is negatively impacted.

HP has partnered with industry leading vendors DMD-secure, Widevine Technologies and Microsoft to provide the best DRM offering in the market. Together, HP and these world-class vendors, provide solutions to manage the access, usage, protection and licensing of digital content, enhancing a wide range of content delivery applications such as video on demand (VOD), pay per view (PPV), mobile entertainment, corporate communication and live events. Standard components of a DRM solution include:

- A process for rights creation and management or delivery of digital content
- The ability to enforce rights management for content delivered using varying end-user devices
- The ability to manage protection rights and license delivery for multiple content types
- The ability to enforce licensing agreements.
Benefits
- Protects entertainment or enterprise documents, audio or video content
- Provides carrier-grade security and content protection
- Easily established rules and conditions for end-user content access
- Scalable architecture for cost-effective, efficient deployment.

Features
- Carrier-grade platforms
- Operational scalability
- Easy integration
- Combines live and on-demand content protection
- Supports multiple content types such as moving picture experts group (MPEG-1), MPEG-2, MPEG-4, Windows Media, Real, QuickTime
- Network-agnostic, functioning in cable, digital subscriber line (DSL), digital broadcast satellite (DBS), fiber, and wireless environments
- Standards compliant.

HP advantage
Communications solutions are highly complex, and service providers must deliver even more innovative services to the market while keeping customers loyal and insulated from the complexities behind the services. In order to achieve this, service providers need strategic partners who can do more. HP offers a range of targeted, seamless solutions, integrated with partners, delivered quickly and efficiently. HP systems and solutions are open and flexible, empowering customers to customize or create value-added services. Our service capabilities provide the expertise to develop, integrate, test, install and support the most complex service launches. This one-stop shopping approach lets service providers focus on their customers—not their suppliers.

HP focuses more than 25 years of expertise into a powerful integrated team, the Network Service Provider Business Unit (NSPBU). The NSPBU, along with 500 valued solutions partners, assists the world’s top 200 service and equipment providers, as well as media, entertainment and cable operators, in meeting their subscriber needs.

With solutions, technologies and services including: HP OpenCall and HP OpenView telecommunication capabilities arrayed across network infrastructure, network services, operations and business support, mobile and rich-media solutions, and end-user access, the HP NSPBU is a major player that is leading change in the network and service provider industry.