INSIDE Secure’s DRM Fusion Agent software to protect premium video content for Rakuten ShowTime

Published on 11 Apr 2013

INSIDE Secure announced that its downloadable DRM Fusion (TM) Agent software is now protecting premium video content for Rakuten ShowTime, Japan’s leading video-on-demand (VOD) service on Android (TM) and iOS platforms. Rakuten licensed the DRM Fusion Agent software from INSIDE because it offered fast implementation of a downloadable client for iOS and Android (TM) using the Microsoft (R) PlayReady (R) platform, a solution that is well known and trusted by all the major premium content providers.
“Finding a content security solution that provides the assurance that content providers need to deliver mobile content was a major factor in deciding on the DRM Fusion Agent solution. The ability to quickly implement Microsoft PlayReady in our apps was another key factor,” said Mr. Hamada, operating officer of the ShowTime service at Rakuten. “Using DRM Fusion Agent, we were able to develop and test our mobile apps quickly. The support we received from INSIDE was also invaluable.”

Rakuten ShowTime is a major VOD service in Japan. Founded in 2002, the Rakuten ShowTime service offers subscribers more than 100,000 Japanese and Korean video selections. These range from movies and dramas to animation and sports, which they can view easily, conveniently and securely on PCs, smartphones and other devices.

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“The Android and iOS operating systems together power virtually all of the smartphones and tablets in Japan today. By supporting these platforms, we have enabled Rakuten to quickly reach the entire mobile audience in that country,” said Dr. Simon Blake-Wilson, INSIDE executive vice president of embedded security solutions. “We are pleased that Rakuten has chosen our DRM Fusion Agent software for this critical security role in the successful extension of its ShowTime VOD service to users of Android and iOS devices.”

About 60 million mobile apps with downloadable DRM Fusion Agent software embedded in them have already been downloaded by consumers worldwide, protecting billions of premium content playbacks. It offers developers the critical Microsoft PlayReady, Windows Media DRM, OMA DRM 2.X, and/or UltraViolet security they need in their mobile apps to enable premium content to be played on Apple iOS, Android and BlackBerry 10-based mobile devices. Approved for use by Apple, Microsoft, BlackBerry and all the major Hollywood studios, the downloadable DRM Fusion Agent
Software provides content protection and key management for multiple mobile device platforms and operating systems.

The INSIDE downloadable DRM Fusion Agent software allows protected high-value content to be distributed in a single, uniform and secure way to all supported platforms and devices. Operators can more readily deploy secure content services and support a variety of business models, including ad-supported and pre-paid services. This dramatically reduces DRM implementation costs and time to market. It also enables media companies and high-value content providers to more quickly achieve revenue from service deployment by eliminating the dependence on mobile phone and device manufacturers to embed DRM protection.