

BuyDRM enables Freecaster to deliver DRM-protected live pay-per-view and video-on-demand content to a worldwide audience.

PROBLEM

Freecaster needed a powerful DRM solution that was easy to implement and came with great support.

Since 2004, Freecaster has mastered the entire value chain from video production to delivery worldwide. As an over-the-top media (OTT) platform, the company supplies live streaming and video-on-demand services to a wide range of clients.

Although Freecaster provided OTT services, it did not have digital rights management (DRM) protection. Instead, it relied on tokens. While tokens generally work well for web services in general, they are not really a good fit when it comes to the high stakes that exist in OTT media delivery. Consequently, the use of tokens was insufficient for Freecaster's two significant classes of clients: live pay-per-view and broadcasters.

Freecaster's live pay-per-view clients needed to protect their content so that it couldn't be shared with non-paying viewers. Additionally, its broadcasting clients needed flexibility to accommodate the different DRM rules for the different types of content on their linear feeds. In other words, Freecaster needed the ability to apply the correct DRM protection for some content, such as shows restricted to Europe, and switch it off for free content, like weather forecasts and news broadcasts.

According to Raymond Dulieu, CEO of Freecaster, the company was in search of a "powerful DRM solution that was easy to implement and came with great support." After researching several options, Freecaster identified BuyDRM as the best provider of such a solution.

SOLUTION

“Implementation was very easy... The BuyDRM system is incredibly straightforward.”

Freecaster has been using BuyDRM's KeyOS MultiKey service for the past four years. It gives Freecaster dynamic DRM protection for live streaming and video-on-demand powered by Microsoft PlayReady, Google Widevine Modular, and Apple FairPlay DRM.

"Implementation was very easy because it didn't require a change in infrastructure on our side," said Raymond. "The BuyDRM system is incredibly straightforward. We request the keys from BuyDRM, and BuyDRM supplies us with the requested keys. That's it. It doesn't require us to have computing power on our side of the OTT platform."



The BuyDRM KeyOS MultiKey service provides dynamic DRM protection and supports PlayReady, Widevine Modular, and FairPlay DRM.

A crucial part of the solution for Freecaster was the ability of BuyDRM to accommodate growth.

"With live events especially, you never know how many viewers you are going to have," said Raymond. "We needed a solution that could handle spikes in audience size. Thankfully, we have full confidence in BuyDRM's ability to scale when we need it. They're very reactive, and they will always try to work with us to find the best solution."

RESULTS



BuyDRM's response is swift, and you are interacting with human beings."

RELIABLE PLAYBACK PROTECTION



The DRM is a single point of failure for an OTT platform. "If your DRM provider fails to deliver the keys, suddenly you can't deliver any content," said Raymond. "In that respect, we haven't had a single issue with BuyDRM over the years—not one."

PROTECTION ACROSS DEVICES



BuyDRM works flawlessly with any video player, and the operation is totally transparent. "Some OTT companies, like Vimeo and YouTube, make viewers use their proprietary players," said Raymond. "With BuyDRM, we have the flexibility to integrate with many different players."

GREAT SUPPORT



Freecaster is highly satisfied with the quality of support it receives. "We don't need support very often, because the service is so straightforward," said Raymond. "When we do need it, BuyDRM's response is swift, and you are interacting with human beings and not simply a support page."



The BuyDRM team does all the heavy lifting for us, and that's very reassuring because they scale their infrastructure in such a way that they deliver the service, and we don't have to worry at all about implementing any kind of infrastructure or computing power."

RAYMOND DULIEU

Chief Executive Officer
Freecaster