



Rakuten Viki Selects BuyDRM's KeyOS MultiKey Service to Secure VIKI.com Premium Content

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Rakuten VIKI



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KeyOS™ MultiKey Service Secures Delivery of Live and VOD Premium Content

November 14, 2019 – Austin, TX – BuyDRM announced today that Rakuten Viki has chosen the KeyOS MultiKey Service to secure the delivery of premium content on the Viki.com platform. Rakuten Viki will encrypt their premium streaming and download content with consumer-compatible, studio-approved multi-DRM including Apple FairPlay, Microsoft PlayReady and Google Widevine. Rakuten Viki's users will receive DRM license keys to playback the content from the MultiKey Service platform.

Rakuten Viki streams premium licensed content in a similar way that Hulu does in U.S. markets. The site then puts the content on one of its channels and the content can be subtitled by community volunteers in their preferred languages under a Creative Commons license using Rakuten Viki's subtitling technology, enabling individuals to collaborate globally in over 160 languages at once.¹

KeyOS is an award-winning, studio-approved multi-DRM platform for premium content distribution. The MultiKey Service provides a robust, scalable solution for secure premium content delivery in both live and VOD formats.

"Using BuyDRM's MultiKey Service allows us to reach the widest audience possible while also meeting the requirements of the major studios to protect their content," said Omkiran Sharma, Director of Engineering "BuyDRM has a proven track record for successfully deploying scalable and robust DRM strategies with a global footprint which made this decision easy."

"As a global leader in Asian-oriented Video on Demand, the scope and depth of Rakuten Viki's offering commands a studio-approved, industrial-strength multi-DRM solution," said BuyDRM CEO & Founder Christopher Levy. "BuyDRM's MultiKey Service provides this solution in a cost-effective, highly-scalable manner to protect content as it traverses the globe."

ABOUT BUYDRM

BuyDRM™ is a leading global provider of multi-DRM (Digital Rights Management) and Content Security Services for the entertainment, enterprise and hospitality industries. The KeyOS Multi-DRM platform powers many of the largest brands in media and technology. In 2018, Frost & Sullivan awarded BuyDRM the 2018 Global Content Protection Entrepreneurial Company of the Year Award. Since 2001, BuyDRM has amassed substantial success stories for many of today's most recognized brands in media including ABC (Australian Broadcasting Corporation), The Academy (AMPAS) BBC iPlayer, BBC Studios, BBC Sounds, Blizzard, EPIX, FuboTV, Sony Crackle, TubiTV, Warner Brothers, Showtime and Zee5.

For more information please visit <https://www.buydrm.com>

ABOUT RAKUTEN VIKI

Rakuten Viki is a premier destination for Asian entertainment, with a global audience that comes to Rakuten Viki's over-the-top (OTT) platform for TV shows, movies, and Viki Originals – translated into 200+ languages by a community of avid fans. Reaching more than 40 million fans in 190-plus countries via Rakuten Viki and its entertainment news community, Soompi (www.soompi.com), the company also develops and invests in Viki Originals, such as the award-winning series, Dramaworld, and upcoming co-productions with studios in Asia and Hollywood. In 2013, Viki Inc. joined the Rakuten Group (TSE: 4755), a global leader in e-commerce and internet services that empower individuals, communities, businesses, and society.

For more information please visit <https://www.viki.com>

1. [https://en.wikipedia.org/wiki/Viki_\(website\)](https://en.wikipedia.org/wiki/Viki_(website))