



# BuyDRM Unveils Drive-Thru MultiPass™ DRM Service for Live Events and SMBs

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*Credit-Card Driven Offering for Instant-On DRM Deployment*

**December 1st, 2020 – Austin, TX** – BuyDRM announced today a new addition to the KeyOS Multi-DRM Platform that offers a “drive-thru” experience for smaller video deployments needing to securely distribute live or VOD content. BuyDRM’s MultiPass Drive-Thru serves live events and SMBs that have less than 10,000 viewers monthly and allows these companies to quickly deploy their content protected with the same DRM scheme that major movie studios, broadcasters and OTT operators use to protect their assets.

With the successful launch of this product, BuyDRM powered many of the presenting filmmakers for the Polish Film Festival including: Against Gravity; Okonakino Foundation, Stowarzyszenie Kultura na Granicy/Association Culture on the border, Centrum Sztuki Dziecka w Poznaniu (Children's Art Center in Poznan / Ale Kino! International Young Audience Film Festival), KRAKOWSKA FUNDACJA FILMOWA (Krakow Film Foundation), and Tongariro Releasing, customers were able to deploy this robust multi-DRM strategy quickly and ensure the safety of their content throughout the festival.

“The MultiPass Service gave us the opportunity to protect our content with the same level of security that major movie studios use while providing a lower license usage option that better suited our needs”, says Justyna Golecka, Ale Kino! Festival executive producer. “BuyDRM offered a strategy that was quick and easy to deploy and this helped us ready our content for the International Young Audience Film Festival Ale Kino!.”

"As we made a decision to go hybrid and share our festival content online, our main priority was to protect the rights of film creators" said Maria Biernat, Festival Producer of International Animated Film Festival ANIMATOR. "Choosing BuyDRM's KeyOS MultiPass Service to protect our online screening at IAFF ANIMATOR made it possible to keep our screenings secure and reach new digital audiences."

"As studio-grade DRMs become a standard requirement in license deals for VOD distribution on-line festival exhibitions require your VOD platform to include DRM support. DRMs are simply a must-have technology, just like adaptive bitrate streaming. Because of the device, format, OS and CODEC fragmentation, you need a reliable, trustworthy and flexible DRM provider who is going to encapsulate and abstract away the fragmentation into a single, programmable service. BuyDRM turned out to be just perfect for that." Said Jakub Mróz, Co-founder and CEO at Tongariro Releasing.

"We are extremely excited to roll out a DRM offering that serves small businesses and live events" said BuyDRM CEO & Founder Christopher Levy. "We were seeing the need for a fast and simple deployment option for specific use cases and I'm proud of the product our team delivered to make DRM service accessible for all."

## ABOUT BUYDRM

BuyDRM™ is a leading provider of Digital Rights Management and Content Security Services for the entertainment, enterprise and transportation industries. Since the turn of the century, BuyDRM has amassed substantial success stories for many of today's largest brands.

OTT operators, television networks, movie studios, gaming sites and premium content distributors use the BuyDRM award-winning KeyOS Multi-DRM Platform to provide robust content security for their streaming and downloadable video. Customers include Academy of Motion Picture Sciences and Arts (AMPAS), ABC (Australian Broadcasting Corporation), BBC iPlayer, BBC Sounds, Blizzard, EPIX, FuboTV, Rakuten Viki, Sony New Media Solutions, RedBox Showtime and Zee5.

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