

Validating Multi-DRM:

How Roku Utilizes BuyDRM's KeyOS Platform to Ensure Best Quality User Experience for Partner Deployments

ROKU



120 Million
Viewers



83.6 Million
Active Accounts



30.1 Billion
Streaming
Household Hours



13 new apps
per day added
to Roku Channel
Store on average

INTRODUCTION

Protecting high value video content with Digital Rights Management (DRM) has become a mandated technology by studios and content licensees to ensure rights holder's intellectual property values are not diminished. Roku needed a test environment for quality assurance purposes and to be able to mimic

customer environments to assist debugging issues related to deploying apps on RokuOS with DRM. BuyDRM's KeyOS MultiKey Service offered Roku the ability to replicate these environments for thorough testing, allowing Roku to concentrate on providing the best quality user experience for their partners.

CLIENT OVERVIEW



Roku is a global streaming technology company based in the United States producing streaming players and TVs. Founded in 2002, Roku has become a household brand that leads streaming TV distribution in the U.S.

Client: Roku

Industry: Consumer Electronics and Streaming Media

Challenge: Quality Assurance and Debugging Issues for Streaming App Partners' Multi-DRM Deployments

Solution: BuyDRM's MultiKey Service

Result: Seamless DRM Deployments for Partners

CHALLENGES FACED BY ROKU

MultiDRM Validation: Roku needed to validate multi-DRM in RokuOS to help ensure partners deploying apps in the Roku Channel Store can successfully meet the content security requirements of the studios and rights holders. BuyDRM has 24 years of experience deploying Apple, Google and Microsoft's DRM technologies.

Debugging: Having a testing environment for DRM provides Roku the ability to thoroughly understand and solve issues that may arise in the deployment of apps using DRM.

Streaming App Partners: Enables partners to on-board high-value streaming video content licensed from studios, networks and major content distributors.

SOLUTION PROVIDED BY BUYDRM

MultiKey Service: BuyDRM provided a multi-DRM solution that supported various devices and platforms, ensuring that content could be accessed securely across a broad spectrum of devices. Supports Apple FairPlay, Google Widevine, and Microsoft PlayReady DRM technologies.

RESULTS ACHIEVED

1. Validating Multi-DRM Support
2. Debugging insight and support
3. Easier deployments for partners

CONCLUSION

The use of KeyOS MultiKey Service allows Roku to successfully gain insights into debugging solutions for multi-DRM deployments, validation of multi-DRM implementation for apps onboarding to the Roku Channel Store, and helps reduce piracy across all instances of streaming video in the Roku ecosystem.

