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Passes Deploys KeyOS MultiKey Service from BuyDRM to Secure Content

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The KeyOS MultiKey Service Provides “Studio-Grade” Multi-DRM for Streaming

Austin, Texas — February 5, 2025 BuyDRM, a leading provider of digital rights management (DRM) and content security services, announced today that Passes, a subscription platform for creators to connect with fans and monetize content, is using BuyDRM’s KeyOS MultiKey Service to secure content from illegal viewing or distribution.

The KeyOS Content Security Platform is an award-winning, studio-approved Multi-DRM and Watermarking platform for music and video. BuyDRM’s KeyOS Platform protects the assets of copyright holders and distributors with robust security services and solutions for high-value media and is trusted by many of the most prominent names in media and entertainment across the globe.

User-generated content is inherently unique and has the potential to become wildly popular and go viral. While this can be beneficial, it can also lead to unauthorized usage that fails to provide revenue for the content creators. Passes’ content creators produce hundreds of thousands of videos each year, and the KeyOS MultiKey Service ensures that these videos are utilized in a way that generates a stable revenue stream for both Passes and its content creators.

“Passes can confidently offer their creators secure delivery of valuable video content to users thanks to BuyDRM,” said Christopher Levy, CEO and Co-Founder of BuyDRM. “This robust security measure prevents the devaluation of content by authorizing playback only for paying subscribers, which reduces the risk of theft by bad actors.

“BuyDRM offers a studio-grade widely supported Multi-DRM platform that is securing the value of our Content Creators’ hard work and imagination,” said Aaron Friedlander, Head of Engineering. “Passes can now deliver to-scale video on a global basis and monetize our business with a best-of-breed content security solution, KeyOS.”

About BuyDRM

BuyDRM™ is a leading global provider of content security services for the entertainment, education, enterprise, and hospitality industries. BuyDRM’s KeyOS content security platform powers many of the largest brands in media and technology. With decades of market-leading experience implementing commercial content security solutions and media technologies, BuyDRM has amassed substantial success stories for many of today’s largest brands such as ABC ABC (Australian Broadcasting Corporation), Daily Rounds, EPIX, FuboTV, PlayMedia, Rakuten Viki, Roku, Samsung TV+, Red Bee Media, SBS Australia, Soundcloud, Sportradar, TubiTV, Vubiquity, and ViaPlay. For more information, please visit www.buydrm.com

About Lucy Guo and Passes

An entrepreneur and content creator, [Lucy Guo](#) co-founded **Scale AI** in 2016. Scale, an artificial intelligence company specializing in data training for AI models, has become an industry leader in the AI application development space. After exiting the company, Lucy launched her own venture fund, **Backend Capital**, before co-founding the startup incubator **HFO** in 2019.

Passes emerged from Lucy’s vision for a world in which content creators could be empowered to chase their passions full-time, with the tools and support to turn creativity into a career. Today, Passes is a platform for talent to connect with their fans directly, turning creators into entrepreneurs, with partnerships across sports, gaming, lifestyle and music verticals.

As a young female entrepreneur, Lucy understands the field better than her competitors and is actively leading the change in monetization of creator’s vision. Passes is dedicated to amplifying creator’s business across diverse genres and uplifting aspiring talents as they embark on thrilling projects. The two-year old company has raised \$40 million dollars from investors. For more information, please visit www.passes.com