

# SafeNet Mobile TV Protection Solutions

*Complete Portfolio of Open Standards-based, End-to-end DRM and User Authentication Solutions to Protect and Monetize Broadcast, Multicast, and Unicast mobile TV*

## Benefits

*Complete portfolio of open standards based Mobile TV security solutions for device, equipment, and network interoperability*

*Compliance with all relevant Mobile TV standards including OMA, 3GPP and ATSC*

*Support for Broadcast, Multicast, Unicast, Streaming and Download content*

*Flexible and scalable solutions for ease of integration and deployment*

*Industry-proven reliability and interoperability*

*Broad OS and platform support*

*Reduces development cost and shorten time-to-market*

*Enables a wide-range of new business models*

*Authentication infrastructure reusable also for other services, IMS, Mobile Payments, etc*

*SafeNet's global presence and security experience*

*Next-generation mobile features and services such as Mobile TV represent an extremely promising new revenue stream and customer retention tool for mobile service providers competing in mature markets. As the mobile industry continues to rapidly evolve so do the security requirements for protecting mobile networks and the cutting-edge features and services they support. Successful deployment of premium services like Mobile TV requires integration of flexible licensing, rights management, and device authentication solutions.*

## Securing Mobile TV

The use of open standards for service protection is an important factor in the success of Mobile TV. Only with the adoption of open standards-based security solutions can broadcasters, mobile operators and service providers guarantee that they are in control of their DRM policies while providing consumers with device and network agnostic, feature-rich content and services.

A profitable Mobile TV service relies on availability of wide selection of interoperable mobile handsets as well as on a flexible service infrastructure. SafeNet solution offering supports the existing handsets and devices in the market, while also enabling the development of new devices with the DRM Fusion Agent solution. SafeNet's server solutions for Mobile TV protection and end-user authentication enable seamless integration with service provider's existing infrastructure.



SafeNet is the world's only supplier of a complete portfolio of future-proof, open standards-based, end-to-end DRM and user authentication solutions developed specifically to address the unique protection and monetization requirements of any Mobile TV deployment. SafeNet's Mobile TV Protection Solutions were designed for easy integration with existing broadcast delivery and handset platforms, therefore enabling mobile operators, service providers and telecom device and equipment manufacturers to effectively and securely bring new Mobile TV services to the market quickly and cost effectively.

## Client Solutions for Mobile TV Protection

SafeNet DRM Fusion Agent is a complete client-side software solution enabling access to protected

OMA BCAST Mobile TV services. As a complete software solution, DRM Fusion Agent features everything a device manufacturer, semiconductor vendor or software application vendor needs to DRM-enable new devices.



Completeness and flexibility enables fast integration and deployment. Designed for portability and performance, the software is already available for a multitude of platforms and pre-integrated with several application frameworks. DRM Fusion Agent is fully interoperable with OMA BCAST DRM Profile, supporting also OMA DRM 1.0, 2.0, and 2.1.

DRM Fusion Agent is extensively tested to guarantee interoperability with OMA-compliant server implementations including SafeNet DRM Fusion Toolkit and Toolkit4TV.

## Server Solutions for Mobile TV Protection

SafeNet offers a wide variety of server-side DRM and Mobile TV protection software and developer toolkits that provide the most advanced levels of protection, reliability, and performance.

The company's industry-proven DRM Fusion Toolkit is a fast, flexible, and scalable server-side DRM solution for download and streaming digital content protection. For broadcast Mobile TV SafeNet offers DRM Fusion Toolkit4TV, the first solution to support multiple open standards for protection of Mobile TV over any broadcast network, including DAB, DMB, DVB-H and, MBMS.

Providing protection as well as rights management capabilities for broadcast content and services. DRM Fusion Toolkit4TV delivers an all-in-one solution that mobile operators and service providers can seamlessly integrate into their broadcast delivery platform to bring exciting new mobile TV services to market.

DRM Fusion Toolkit4TV can also be used to simultaneously secure multiple services using different mobile TV protection standards. This allows services to be provided to the widest possible range of handsets.

## End-user Authentication Solution

Device (and therefore user) authentication is a critical component of any end-to-end Mobile TV protection solution to ensure the privacy, integrity and confidentiality of sensitive data and high-value content being shared or purchased.

SafeNet SafeBSF is a flexible, carrier grade Generic Bootstrapping Architecture (GBA) solution for authentication of user equipment. GBA, as defined by 3GPP, mutually authenticates the SIM card and the operator network during service access initiation.

The derived keys are then used to protect Service Encryption Keys (SEKs) so that they can only be accessed by the authenticated device.

SafeBSF includes a Bootstrapping Server Function (BSF), an HSS/HLR proxy, and a Zn proxy component. It seamlessly integrates with multiple Network Application Functions (NAFs) and with the operators existing HLRs. SafeBSF complements SafeNet DRM Fusion Toolkit4TV, the leading software-based security solution for Mobile TV.

SafeBSF provides Mobile Operators and Service Providers with a general-purpose authentication infrastructure which can be used for multiple applications such as mobile TV, mobile payments, and IMS.

## SafeNet's Portfolio of Mobile Security Solutions

SafeNet's mobile industry product portfolio features standards-based complete, end-to-end DRM and mobile TV protection toolkits and software, best-in-breed IPsec solutions, a mobile VPN client, mobile data encryption software, and a complete set of SIM-based GBA user authentication components.

With SafeNet's standards-based, easy-to-integrate mobile security solutions customers can reach new and emerging markets and expand revenue channels while reducing development cost and time to market.

SafeNet offers the world's only complete portfolio of open standards-based client and server-side DRM solutions to license, protect, and monetize broadcast, multicast, and unicast mobile TV.

For more information about SafeNet's embedded security systems, please visit [www.safenet-inc.com/mobiletv](http://www.safenet-inc.com/mobiletv)



## Features

*End-to-end solution portfolio including server and client side Mobile TV security*

*Support for OMA BCAST DRM Profile*

*Support for OMA BCAST Smartcard Profile*

*Support for 3GPP MBMS Security*

*Support for 3GPP GBA*

*Support for ATSC Mobile DTV*

*Open interfaces for Mobile TV head-end integration*

*Simulcrypt and SP4 interfaces for Encoder/Scrambler integration*

*SOAP and Diameter interfaces for NAF integration*

*Sigtran and SS7 interfaces for HLR integration*

*Fully scalable and flexible software solutions*



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