Global DRM platform provider offers robust content protection with its proprietary DRM agent. The DRM agent software is a multi-DRM (PlayReady, OMA, Windows Media, etc.), multi-device (iOS, Android, Windows, etc.) software development kit (SDK). The SDK is used by their customers to build secure media players on multiple desktop and consumer electronic (CE) devices.

**Challenge:**
Mobile platforms are driving tremendous levels of online content consumption. In parallel, new challenges to secure content on a wide array of connected platforms have arisen. For instance, online service providers receive rights to stream content based on license agreements that ensure their content clients are adequately robust against hacking and tampering.

The provider’s responsibility is extended ensuring their customers are also in compliance with robust DRM security measures. The challenge is to protect their proprietary DRM SDK against reverse engineering and tampering, such that professional pirates and hackers are unable to successfully circumvent or tamper with the rights management policies and thereby enable unauthorized use of the protected content.

At the same time, the required run-time performance of a DRM client must be maintained as today’s marketplace demands high-definition (HD) media in real time on resource-constrained devices.

Security breaches are expensive to manage and fundamental content distribution business models are at risk as these result in loss of privilege to carry premium content – which would in turn severely impact a content streaming service.

**Solution:**
An already highly security-savvy company, chose Arxan’s deep protection solution for its breadth of platform support and comprehensive security capabilities.

As a first layer, TransformIT is used to hide secret keys such as the content decryption keys during program execution. As a second layer, EnsureIT was
used to harden the DRM SDK against reverse engineering and tampering. The ability to integrate EnsureIT to protect static libraries was key since the DRM agent is packaged as an SDK. EnsureIT is also used as a layered defense to protect the key-hiding TransformIT modules.

**Results:**
Both the provider and its customers are fully satisfied with the tunable levels of protection that Arxan offers to their secure content players. Arxan’s ability to protect static libraries, cryptographic keys and run-time application code – with minimal impact to product development both by the provider and its customers – resulted in a very viable security solution that offers both effectiveness and transparency.

Most importantly, Arxan enables the provider and their customers to be fully compliant with robustness requirements for premium content, thus securing their revenue and their brands.

**Benefit:** Provider can leverage the innovation of mobile content consumption while mitigating risk and preserving its business model for secure content distribution.

**About Arxan Technologies**
Arxan Technologies Inc. is the industry leader of application protection solutions that secure the App Economy. Arxan’s application protection secures mobile, desktop, server and embedded applications against tampering and reverse engineering attacks as an integral part of end-to-end application security. Our security defends against unauthorized use, insertion of exploits, piracy, and theft of intellectual property for global leaders in markets such as Fortune 500 enterprises, financial services, ISV, gaming and digital media to proactively defend the integrity of their code and business models. Arxan’s proven, scalable and durable application protection solutions defend, detect, alert and react to application attacks through a threat-based, customizable approach. Arxan Technologies is headquartered in the United States with global offices in EMEA and APAC.

For more information, please visit www.arxan.com.