

VideoGuard® and CPCM

In today's competitive pay-TV environment, leading service providers must make it easy for subscribers to view the content they pay for on any type of video playback device they choose.

Whether you call it convergence or extended home networking, one thing is for sure: your pay-TV platform should provide a rich, multi-device service at home and on the road. To achieve this, you need to supplement your conditional access solution with flexible content protection that allows content to be viewed on a wide variety of devices.

NDS fully supports the industry endorsed DVB-CPCM (Content Protection & Copy Management) standard, designed to simplify distribution while protecting your valuable digital content. It also lets you maintain a feature rich user experience that generates new revenue opportunities, extends your market share and reduces churn.

By integrating the DVB-CPCM standard with the VideoGuard CA/DRM solution, NDS enhances your already secure platform with added content protection capabilities:

- Ensures your content is protected against copying or illegal re-distribution to unauthorised devices and networks

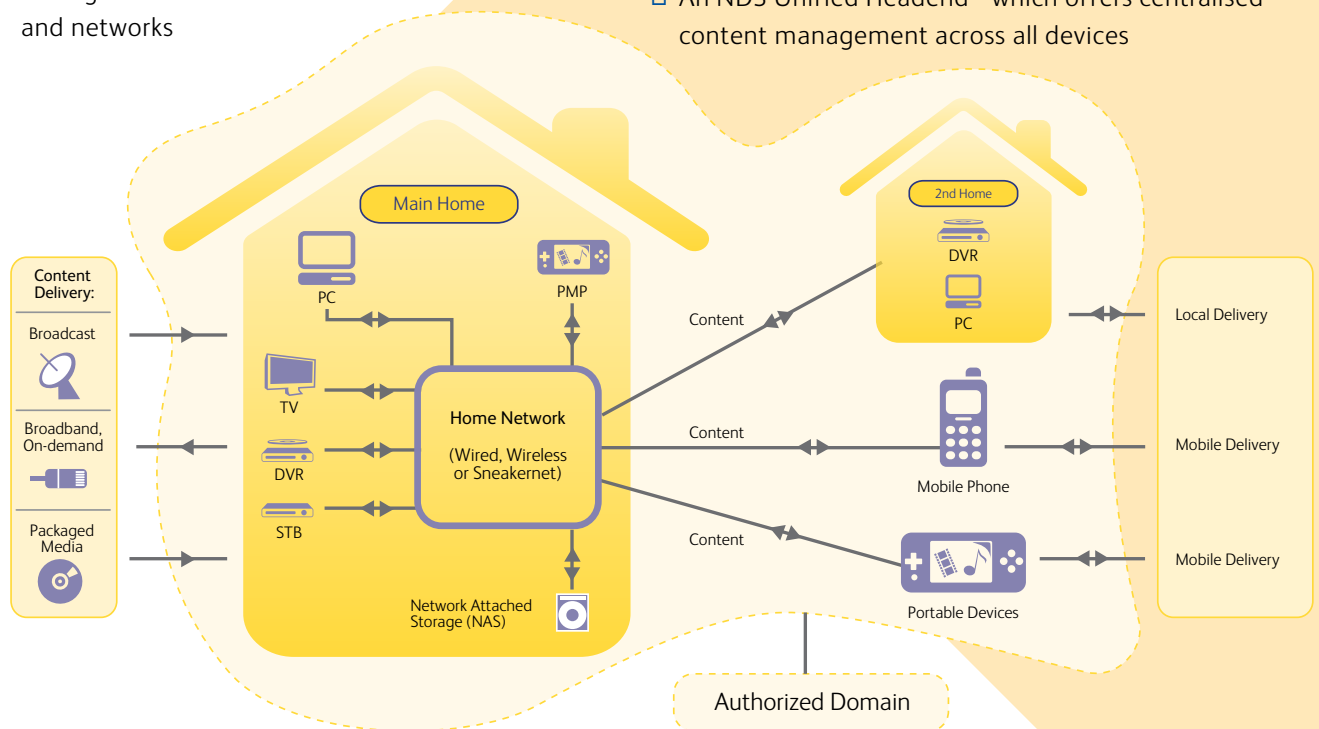
- Enables additional payment models and defines new usage rules, such as copy and remote consumption control, time windows, content propagation and output controls

How does NDS VideoGuard with CPCM help your pay-TV business?

The DVB-CPCM industry-supported standard brings the vision of the truly converged home closer to reality.

Adding CPCM support to your VideoGuard protected pay-TV platform brings significant benefits to your pay-TV business including:

- More revenue generating opportunities
- Robust, open, ETSI-specified content protection
- Flexible distribution and consumption of content in the managed consumer domain for maximum freedom and convenience
- An NDS Unified Headend™ which offers centralised content management across all devices



A closer look at DVB-CPCM

From the point at which VideoGuard-protected content enters the CPCM environment (CA hand-off) until final viewing, CPCM manages the content and its associated usage rules. CPCM supports traditional broadcast and on-demand content sources including cable, satellite, terrestrial, Internet-based services, packaged content and also mobile services. And because it provides a common specification, CPCM supports content interoperability on any CPCM-compliant device within the authorised domain, both inside the home and remotely.

About the DVB-CPCM standard

DVB-CPCM was established by the widely respected and influential DVB European industry led standards group, and adopted by the European TV Standards Institute (ETSI). CPCM is an industry driven initiative, embracing the entire content distribution and consumption chain; content owners, platform owners, security providers and CE manufacturers. That is why it is well positioned to be a globally accepted standard for content protection.

NDS: ready for CPCM compliant convergence

NDS has already started implementing the DVB-CPCM standard in its home network solution and is rapidly developing security solutions for STBs and consumer electronics devices.

We have already developed the NDS Secure Kernel (NSK 1.1), a chip-based STB security enhancement that provides your platform with the key features required for launching a home network. These include:

- Content localisation (transcription) when content storage and transfer is required
- Home networking support – STB to STB, DVR to STB, DVR to PC
- Prevention of control word sharing
- Future compatible, so content can be exported securely to CPCM compliant devices

NSK has already been specified in almost 50 chipset models by leading vendors such as Broadcom, NXP and STMicroelectronics.

Looking ahead, NDS' next version of NSK (version 2.0) will give your platform full home networking capabilities with the following enhancements:

- A secure toolbox that allows a full CPCM implementation via a software upgrade to the STB
- Seamless and secure content transfer between STBs and other CPCM compatible devices
- Support for the next generation DVB Common Scrambling Algorithm, DVB-CSA3

For more information about NDS' secure solutions, visit www.nds.com

secure □ enable □ interact

