irdeto

Solution Overview

Irdeto Certified Secure Experience (ICSE)

Secure your access to Premium Apps by certifying the security and UX integrity of your OTT or Hybrid platform

Reduce security and app performance risks with a deterministic certification approach to maximize your business and growth opportunities

Access Premium Apps
ICSE is a unique service specifically designed for pay-TV Operators to certify the security and integrity of their OTT and Hybrid platforms securing the access to Premium Apps.

Reduce Time To Market
Fast track the deployment of your OTT or Hybrid video platform with a pre-integrated, pre-tested and pre-certified solution. Be well positioned to add Premium Apps even after launch.

Reduce Fragmentation
ICSE offers pay-TV Operators and ecosystem partners a way to reduce the industry fragmentation with a state-of-the-art reference solution

architecture based on 50+ years of experience.

Reduce Costs and Future Proof Your Investment
Maximize the reusability and scalability of your resources. Extend the lifespan of your OTT/Hybrid video platform and assure business continuity with an experienced trusted partner.

DIFFERENTIATE IN THE ERA OF THE SUPER AGGREGATORS

PREMIUM APPS ARE BECOMING THE KEY DRIVER FOR VIEWERS CONNECTIVITY

To differentiate from competition in the era of super aggregation, it is critical for pay-TV Operators to secure their access to not only Premium Content (studios and sports), but also to the emerging number of Premium Apps. ICSE offers pay-TV Operators a service to address the challenges they face to access and integrate Premium Apps into their OTT/Hybrid platforms, even after the platform has been launched.
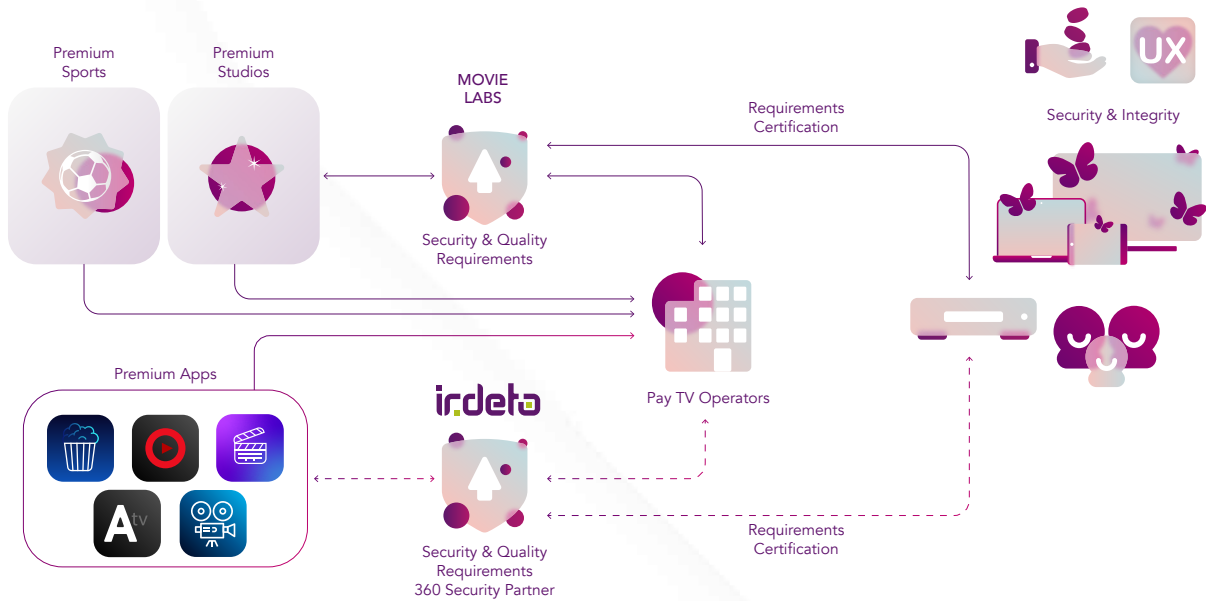
CHALLENGES TO INTEGRATE PREMIUM APPS

"PREMIUM APPS ARE OFTEN INTRODUCED AFTER LAUNCH"

Security and UX Integrity Certification
In order to access their Premium Apps, video streaming providers like Netflix, Disney+ and others, demand pay-TV Operators a series of requirements to guaranty the security and integral performance of their app on the Operator's platform.

Fragmentation
Without clear guidelines, every end-to-end implementation will be applied and re-designed in a different way, creating huge complexity, increasing risks, creating challenges for certification and threatening the success of the platform.

Time To Market (TTM)
Building things from scratch represent longer deployment time, where pay-TV Operators need to integrate, test and certify components separately. This threatens to compromise the launch date and the ability to support updates on the platform.

Total Costs of Ownership (TCO)
By doing common platform implementations in a proprietary way, Operators will unavoidably incur higher risks and costs. It is vital to have a proven reference platform and a trusted security partner to guide Operators through the most efficient and secure path both for launch and during operation.

IRDETO CERTIFIED SECURE EXPERIENCE

A DETERMINISTIC CERTIFICATION SERVICE TO ACCESS PREMIUM APPS. IT INCLUDES:

Scalable End-to End Security
Scalable via defined security requirements and reference implementation for SoC, OEM and UX partners. Including continuous integration.

Certification Process
Service to register and manage the security and UX integrity certification process

Support for Netflix Scaling Programs
Designed to align with Hailstorm program on Android TV and DaVinci program on RDK

Operational Management
Pre and post deployment certification management. Ability to address re-certifications in the event of platform updates or security incidents. Manage platform concessions and limitations for Operators.

Post-Launch App Integration
Position Operators to ensure they will support new Premium Apps even when it is introduced after the platform has been launched.

Irdeto Certified Secure Experience

Pay TV Operators

Fragmented approach

- Reduce Total Cost of Ownership
- Reduce Time To Market
- Reduce Fragmentation
- Reduce Security and Performance risks
- Maximize your Business Growth & Opportunities

Premium Apps

- Higher Costs
- Longer/unpredictable time to market
- Increases fragmentation
- High security & performance risks
- Limited growth and reduce Business Opportunities

DESIGNED TO ADDRESS PAY-TV OPERATORS' NEEDS

AND MEET ALL PREMIUM APPS AND PLATFORM REQUIREMENTS

Security Feature Requirements
- Field Provisioning
- Secure Boot and Cloud OTA
- Kernel Hardening
- App Sandboxing

Feature Test Suite
- Platform security feature support

Compatibility Test Suite
- Pre-integrated security API support at OEM Level

SoC Type Approval
- Quarterly list of approved SoC partners

Reference Solution Architecture
- Defines implementation
- Reduces fragmentation
- Maximizes reusability

Security Implementation Analysis
- Support for customized implementation
- Optional security analysis review service
- Re-direction to trusted 3rd parties

IRDETO HYBRID STB SOLUTIONS PORTFOLIO

Irdeto Certified Secure Experience is part of a suite of solutions tailored to support Operators on their path to become Super Aggregators, and pre integrated with Irdeto 360 security and end-to end-solutions.

Irdeto Armor
Pre-integrated technology to seamlessly incorporate additional solutions from Irdeto 360 security suite
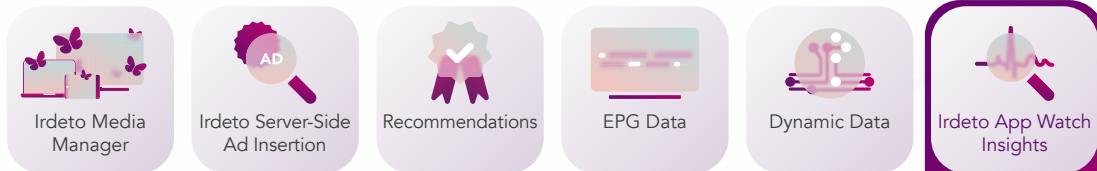
Irdeto App Watch
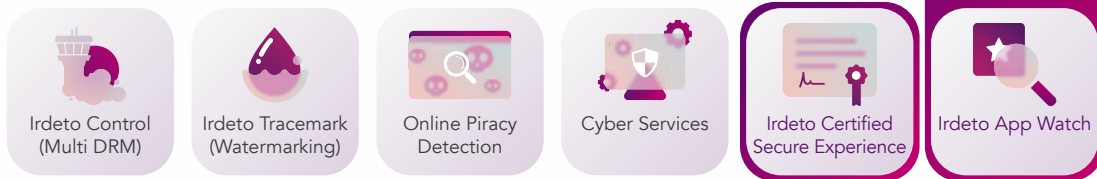App security, Quality of Services metrics and Consumer Insights

End-to-End Solutions
Set of solutions to create additional value for your viewers and business

End-to-End Solutions

- Irdeto Media Manager
- Irdeto Server-Side Ad Insertion
- Recommendations
- EPG Data
- Dynamic Data
- Irdeto App Watch Insights

Irdeto Armor

- Irdeto Control (Multi DRM)
- Irdeto Tracemark (Watermarking)
- Online Piracy Detection
- Cyber Services
- Irdeto Certified Secure Experience
- Irdeto App Watch

Irdeto RDK Hybrid Stack

- OEM
- SoC
- UX
- App Store

RDK

- Irdeto CCA

Irdeto Android TV Hybrid Stack

- OEM
- SoC
- UX
- App Store

androidtv

Irdeto Hybrid Stacks
For RDK-V or Android TV, pre-integrated with Irdeto CCA and ecosystem partners (OEMs, SoC, UX vendors)

Irdeto Certified Secure Experience
Platform security and integrity certification for Premium content and apps

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