

Mobile TV

Securing Mobile Services

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About SafeNet Inc.

- SafeNet (NASDAQ: SFNT) is a global leader in information security
- 20+ year history protecting:
 - Communications - Digital Identities - Intellectual Property
- Strong revenue growth: \$260+ Million FY2005
- Over 1000 employees worldwide (over 400 in R&D)
- Customers include 80% of Fortune 1000 - most banks, all major pharmaceutical companies, US DoD, NSA





Mobile TV: Market

" Total market for streamed and broadcast TV services will increase from US\$136 million in 2005 to more than US\$7.6 billion by 2010"

- Juniper Research

" There will be 210 million subscribers by the year 2011, and they expect that 10 percent of all handsets will support mobile TV "

- Informa Telecoms & Media



Mobile TV: The New Frontier

- TU Media has proven strong success launching the world's first broadcast mobile TV service
- 3 Italia signed up 110,000 clients for its mobile TV service in 5 weeks
- BT Movio launched the first wholesale mobile TV service in the UK





Mobile TV: Content

- Live and pre-recorded content
- Custom and on demand programs
- Interactive programs
- Personalized advertisements
- User generated content

Pre-recorded



Live TV

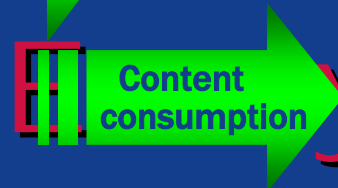


Music Clips





Mobile TV: Content Life Cycle



Piracy Threats Affect
Everyone

Security
Breach



Mobile TV: Piracy Threats

Content Owners

- Revenue loss
- Decreased Return on Investment (ROI)
- Reduced market expansion

Service Providers

- Revenue loss, decrease in ARPU
- Liability is jeopardized
- Risk relationship with content owners



Security Challenges

- Protect intellectual property of content owners
- Control access to the service





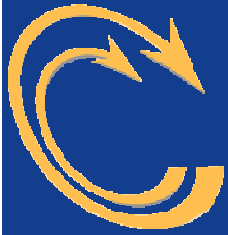
The Solution: DRM

“ Set of advanced technologies that encrypt the content and create associated licenses to control content usage ”

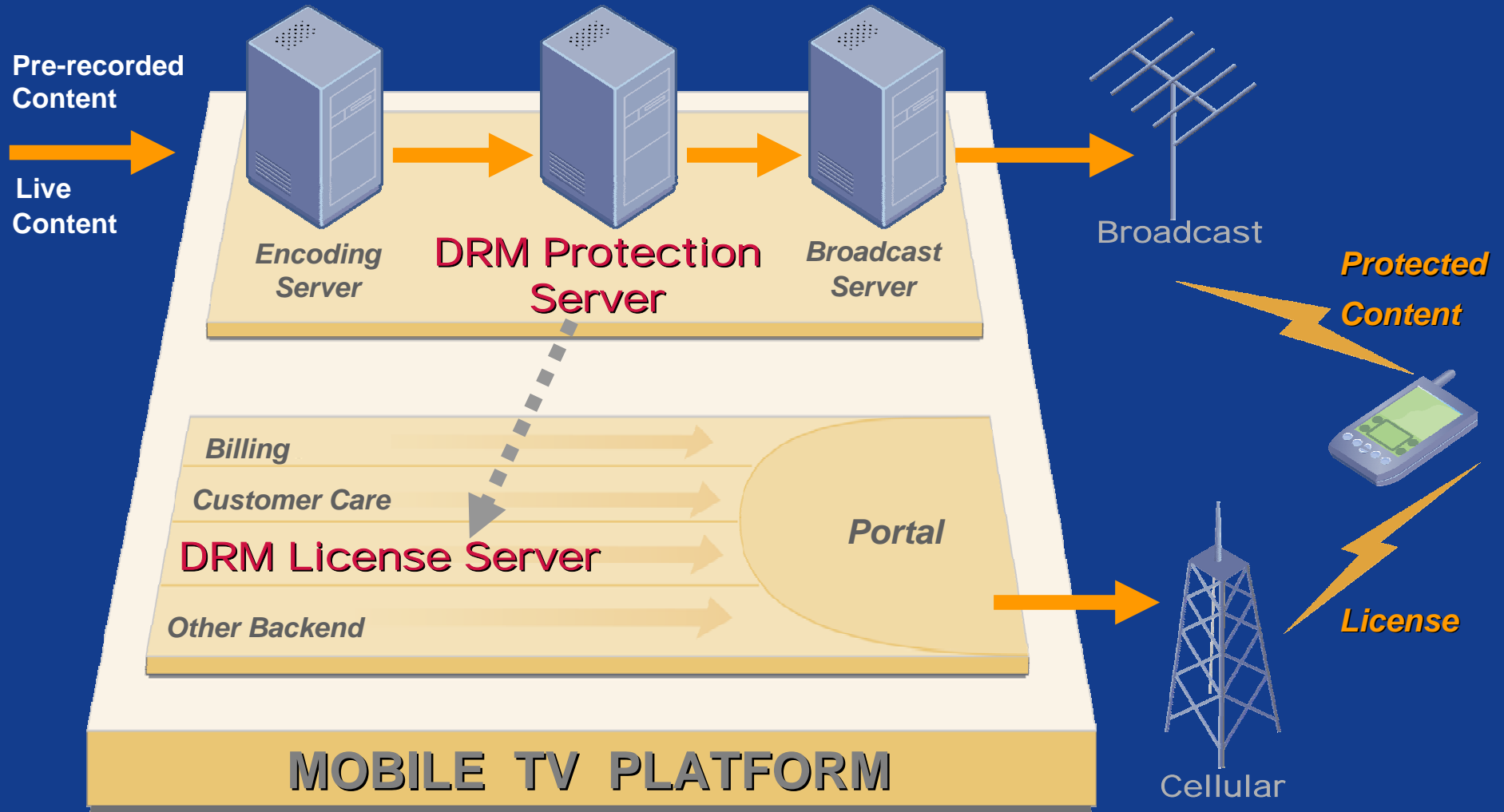


So Why DRM?

- Protects the entire content life-cycle
- Provides a wide range of business models
 - Secure recording of broadcast content (PVR model)
 - Super-distribution
- Requires low deployment and maintenance costs
- Transport bearer agnostic



DRM Enabling Mobile TV





Mobile TV: Business Models

- Subscriptions (unlimited monthly or daily access)
- Pay-Per-Time (per minute/hour/day)
- Pay-Per-View
- Video-on-Demand (VoD)
- Content Recording - (PVR Model)





Mobile TV: Deployment

- **Phase 1: Trial**
 - Restricted to a limited set of devices
 - Billing system is optional
 - Security is OPTIONAL
- **Phase 2: Commercial Deployment**
 - Billing system(s) in place
 - Security is a MUST
- **Phase 3: Mass Market Adoption**
 - **Security is a key enabler**



Case Study: BT MOVIO

BT MOVIO uses SafeNet's DRM Fusion to broadcast (live) digital TV channels in the form of protected Windows Media streams

BT movio



"We have an obligation to our content owner partners to ensure our digital streams are protected from piracy and unauthorized use"

- Emma Lloyd, Managing Director



Security Requirements

The Content Owners

- Content must be secured
- Service providers must satisfy liability conditions

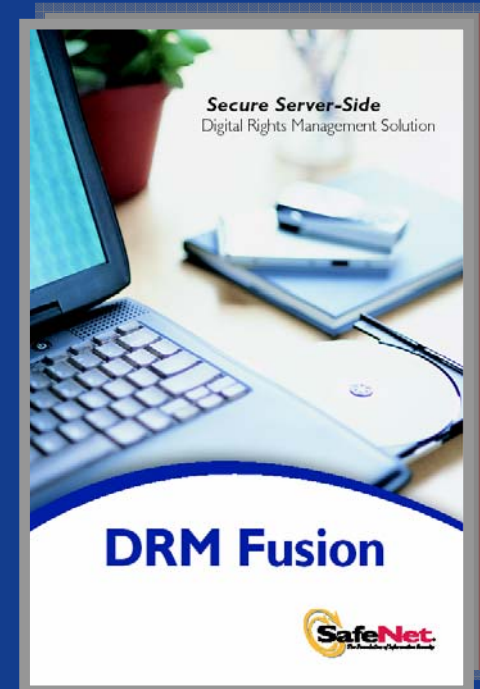
The Service Providers

- All potential security breaches must be tracked, notified and resolved
- Recovery and revocation actions when needed
- Availability and scalability of the security system
- The choice to define various business models



DRM Fusion: The Solution

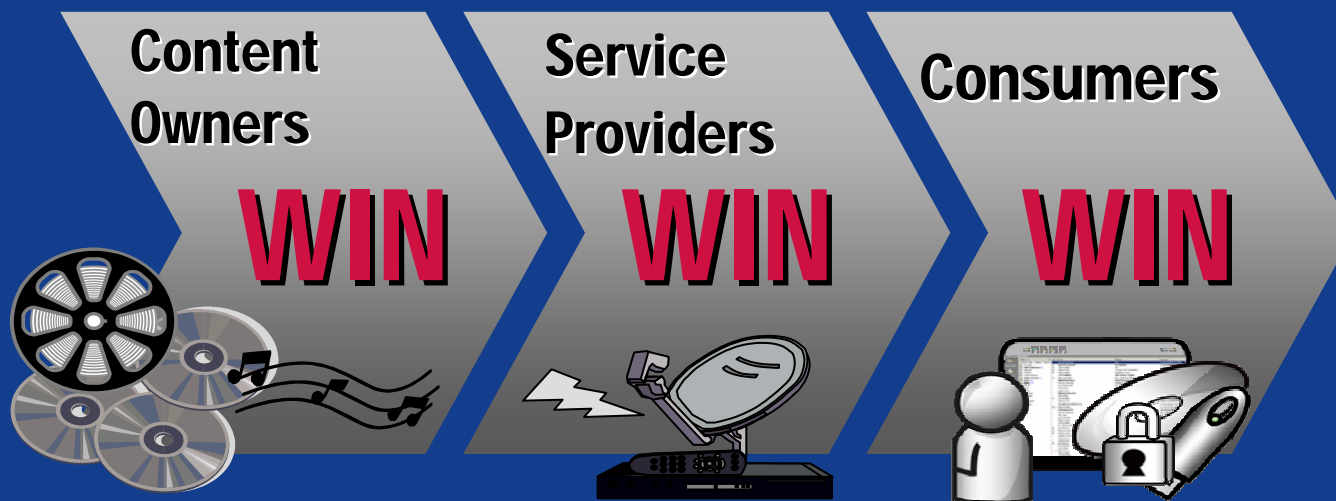
- Protects digital assets from creation through delivery
- Cost-effective and time-saving deployment
- Incorporates emerging business models
- High performance and scalability
- Failover of encryption servers





Conclusions

- Piracy threats affect everyone
- Security is critical for mobile TV success
- DRM is a key enabler



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