



## **Televideocom Selects Irdeto ActiveCloak for Media to Secure Content Delivery to Connected Platforms in the First European Collaboration of its Kind**

*Irdeto helps to secure retail offering for access to premium on-demand content on iOS and Android platforms*

AMSTERDAM, the Netherlands – September 6, 2011 – [Irdeto](#), a global software security and media technology company, today announced that [Televideocom](#) has chosen the Irdeto [ActiveCloak™ for Media](#) solution to secure the company's retail offering for access to premium on-demand content on iOS and Android platforms. Televideocom is a service provider that specializes in the distribution of premium content over-the-top (OTT) such as movies, music, eBooks and games for leading retailers and studios.

The Irdeto ActiveCloak for Media solution will be integrated with Microsoft's PlayReady DRM to give Televideocom the highest level of content protection across multiple devices. ActiveCloak for Media takes application protection to a new level by providing renewable, studio-approved security as well as piracy monitoring and response services for a wide range of popular content distribution platforms – including tablets, smartphones, iPads, PCs, connected TVs, game consoles and hybrid STBs.

“We chose Irdeto for its industry renowned dynamic, renewable security solutions. By working with Irdeto, our customers are assured that we can securely deliver content over-the-top to any device,” said Francesco D’Onofrio CEO, Televideocom. “The Irdeto ActiveCloak for Media solution also enables us to adapt our business model and extend our offerings in line with rapidly changing market demands at any time in the future.”

ActiveCloak for Media protects everything from catch-up TV to Hollywood movies, delivered over-the-top or through the home network, helping retailers, content owners, operators and CE manufacturers to build a successful digital media business model that can be securely monetized. The solution also helps to future proof revenue streams by enabling customers to extend their services to any connected device using any DRM or adaptive bitrate streaming technology. Leading providers like Netflix, Comcast, Sony and Toshiba depend on ActiveCloak for Media to enable their digital media businesses.

“Consumers are demanding access to premium content and programming anywhere, anytime and on any device – a significant opportunity for the entertainment industry, but one which presents multiple security complexities when delivering to connected platforms,” said Martin Sendyk, senior vice president of product, Irdeto. “Irdeto helps those in the content delivery ecosystem address these challenges by providing a security system that leverages lifecycle security services to continuously monitor and manage potential threats throughout a piece of content's entire economic lifetime.”

For more information about Irdeto's pay media solutions please visit the Irdeto website at [www.irdeto.com](http://www.irdeto.com).

### **About Irdeto**

Irdeto is the most innovative software security and media technology company in the world. Through its diversified, renewable security, and monetization technologies, the company allows new forms of distribution for broadcast /broadband/mobile entertainment, and for the world's most popular app, estores and consumer devices. Co-headquartered in Amsterdam and Beijing, Irdeto employs 1000 people in 25 locations around the world. It is a subsidiary of multinational media group Naspers (JSE: NPN).

### **About Televideocom**

Televideocom is an Italian based ICT company that plays a leading role in research and design of innovative technology solutions for high value digital media distribution. Relying on its own Internet Datacenter Televideocom assures a turnkey solution allowing customers' cost optimization Televideocom is privately owned independent company headquartered in Sassari-Sardinia Island-Italy

### **For further information about Irdeto please contact:**

Racepoint Group for Irdeto  
Falon Paris  
Tel: +44 (0) 208 811 2474  
Email: IrdetoUK@racepointgroup.com

Televideocom srl  
Z.I. PreddaNiedda Nord  
Strada 5  
07100 Sassari  
Italy  
Email: marketing@televideocom.com