MPEGIF Completes First Phase in Standardized Online Key Exchange

Fourteen industry leaders in online content DRM/CA and scrambling cooperate on interoperability interface

Sunnyvale, California USA – February 7, 2011 -The MPEG Industry Forum (MPEGIF) today announced the completion of the requirements phase of its initiative to standardize the API between Key Management Systems and multimedia online content processing systems that provide scrambling to ensure secure content delivery. Companies that contributed to this work included Amberfin, Azuki Systems, BuyDRM, Envivio, Harmonic, Inlet, Irdeto, Latens, MediaExcel, Nagravision, RGB Networks, Schneider Electric, Verimatrix and Wowza Media Systems.

With ever increasing numbers of solutions in the market to process and secure high value multimedia content for delivery to billions of online viewers, the issue of robust, timely and efficient access to keys required for content encryption is becoming increasingly acute.

"Today, DRM/CA vendors and transcoding vendors need to bilaterally negotiate each and every key exchange API" states Yuval Fisher, CTO of RGB Networks and Chair of the MPEGIF Working Group on Key Exchange API. "This is a very inefficient utilization of resources and slows time to market. The keen involvement of many industry players in developing the first phase of this work testifies to the clear commercial benefits such a standard API will provide."

MPEGIF is now inviting companies to submit proposed baseline APIs to the Working Group for the start of Phase 2 of the development of a standard API in February 2011. A draft version is being targeted for limited publication and review at IBC 2011 later this year. Furthermore, MPEGIF is collaborating on this project with the Video Convergence Forum (VCF) which promotes interoperability standardization between content owners and online delivery providers. The two organizations expect to increase the number and range of participants in the Working Group as well as to demonstrate the relevance of the API in a variety of use cases.

"The explosive growth in the quantity and quality of online content being delivered to a wide range of viewers means that securing content is an increasingly significant part of the market," commented David Price, VP Business Development at Harmonic Inc. and VP at MPEGIF. "Standardization of the technological interaction between different solution providers in online content delivery is essential to ensure market growth."

For information on joining the Working Group, please contact Nicola Wissler at nicola.wissler@mpegif.org or Yuval Fisher at yufisher@rgbnetworks.com.

About the MPEG Industry Forum - The MPEG Industry Forum is an independent and platform neutral not-for-profit organization representing more than 35 international companies and organizations from diverse industries with the goal to facilitate and further the widespread adoption and deployment of MPEG and related standards in next generation digital media services. It provides a forum to exchange information and views on technological, economic and regulatory issues that are relevant to these services. It also provides a powerful industry voice advocating the adoption of standards and consolidating the direction of the industry in the time of transition from analogue to digital television and media services. For more information visit: http://www.mpegif.org, or contact Nicola Wissler, MPEGIF Coordinator at nicola.wissler@mpegif.org or 510-492-4028.

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