

Get TV Secures Live & VoD Content with DRMtoday



About Get AS

Established: 1969
 Service: Cable / SVOD Provider
 Region: Europe
www.get.no

One of Norway's largest cable-TV and broadband operators, Get AS connects its audience with a vast library of VoD movies and live broadcast channels through in-browser playback, and apps for Android, iOS, and Apple TV.



Challenges for Get

DRM technology fragmentation complicates the matter of achieving studio content playback across all screens, with browsers and operating systems supporting some technologies and not others. Get sought a license delivery network solution with support for all major DRM systems, slashing costs and complexity, to support in-browser playback, Android, iOS and Apple TV.

Get were also concerned that many DRM licensing solutions operate on a per-event model. Charging for each license key dispensed per view rather than per-active-user penalizes service growth and drives up cost. Get needed an alternative, more economically viable model.

Both live and video-on-demand content are streamed through the Get TV service so content protection must be robust for both types of playback.

Their final consideration, with existing long-term vendor partners, Get required an agnostic licensing solution that integrated within their system architecture without significant cost or hassle.

Get chose to implement:



castLabs' license delivery network running on AWS supports multiple DRM technologies including Google Widevine™, Microsoft® PlayReady®, FairPlay Streaming by Apple, and CMLA-OMA through a single integration.

Cross-platform streaming including Apple TV

With an established base of customers already accessing Get's services and several key considerations in mind, it was important that DRMtoday fulfilled requirements with:

- facilitation of DRM-enabled playback across tablet, smartphone, laptops, and desktops across Android, iOS, Windows and Mac OS X devices
- DRM-enabled playback for Apple TV
- support for PlayReady, Widevine and FairPlay Streaming
- providing a single integration for simplified DRM management
- ease-of-integration with third-party technologies and existing infrastructure
- an economically viable per-active-user billing model
- license key rotation to prevent the compromise of live content mid-stream



Smooth implementation of DRMtoday

Get were able to thoroughly test the DRMtoday service prior to implementation, including tests of DRMtoday's plug-in pre-integration with the Wowza Streaming Engine™.

“Agility and leniency in the trial period was of considerable benefit to us”, said Marius Haugen, Head of Development at Get AS. “None of the other options we were trialling gave us the freedom to test the service to the extent that castLabs did”.

Testing through the trial phase and pre-integration support for Wowza streaming software, ensured a smooth implementation of DRMtoday within Get's infrastructure and an efficient time-to-market turnaround.

Get TV success leads to further scale out

Successfully launching the cross-platform Get TV service to their 1 million TV customers, initial reviews have been positive. Further plans, investing in content and improving the service, hope to build on this initial success and encourage both subscriber growth and renewals.

“Launching our service with DRM protection from castLabs has been trivial compared to what has traditionally been a cumbersome problem in the industry.

We look forward to extending our reach to further devices and technologies.”

Head of Development at Get AS, Marius Haugen



DRMtoday ideal for multi-DRM protection

Where VOD services are handling protected content from different studios, the complexities of juggling multiple DRM technologies become a financial and logistical challenge. Additional protection is required for live streams, utilizing a key rotation mechanism to prevent piracy mid-stream.

DRMtoday provides a simple, cost-effective solution to these challenges, providing secure and reliable video playback in your player of choice.

Learn more by [visiting our DRMtoday page](#) or [visit our demos page](#) to see our DRM-enabled playback demo.