The demand for online video is exploding, and audiences expect a fast, secure online media viewing experience no matter where they are or what devices they’re using. Protecting online media assets in this environment is a complex challenge. Content owners and providers need to balance business and legal requirements with web user experience and cost, match the level of online protection to the content, and prevent unauthorized use and redistribution – all while defending online content from a growing set of diverse threats.

Hackers seeking access to web content employ techniques that range from crude to highly sophisticated, most commonly link sharing, deep linking, player hijacking, stream ripping, stealing from the cache and web content tampering. Combatting these attacks can mean deploying costly, complex web security solutions that require a dedicated license key server and hosting online encryption technologies at the origin -- investments and efforts that can push ROI out of reach.

**Akamai SecureHD**

Akamai SecureHD is a set of easy-to-deploy web security modules that are designed to protect online content from piracy while enabling content owners to monetize website assets through a range of business models. It can provide independent levels of web security for defined content types and protects through four primary web security mechanisms:

- **HD Token Authorization** – Authorizes the end user and prevents online link sharing and media player hijacking
- **HD Player Verification** – Validates that the media player playing the content is an approved player; helps detect player tampering and prevents deep linking
- **HD Media Encryption** – Encrypts online content from Akamai's edge server to the player runtime
- **Content Targeting** – Enforces that content is delivered from the Akamai edge server to IP addresses in specific geographic regions (GEOs)

**Simple Administration**

The SecureHD Policy Editor, Accessed through Akamai's unified Luna Control Center, is a simple and intuitive UI that enables online content publishers to easily administer all of the web security mechanisms available with SecureHD. It provides online content publishers with the flexibility and control to apply independent levels of content protection based upon each individual video asset type.

**BENEFITS TO YOUR BUSINESS**

- Select the right level of security that your content requires
- Utilize techniques proven by DRM vendors such as secure key exchange, AES-128 bit encryption and player hardening, to protect content from theft
- Reduce complexity by leveraging Akamai’s simple Security Policy Editor to manage the various aspects of content security from a single user interface
- Respond quickly to any breach through unique per-session encryption keys for each individual session
- Control encryption dynamically based on the target device and online content type (live or on demand)
The Akamai Ecosystem

Akamai makes the Internet fast, reliable and secure. Our comprehensive solutions are built on the globally distributed Akamai Intelligent Platform™, managed through the unified, customizable Luna Control Center for visibility and control, and supported by Professional Services experts who get you up and running easily and inspire innovation as your strategies evolve.