

SecureHD Media Content Security

Protection for streaming content that is powerful, flexible and easy to provision



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)

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SecureHD Policy Editor

British Sky Broadcasting Limited

MONITOR CONFIGURE PUBLISH RESOLVE PLAN

C-RITKWP:Dot.com - Band 2 skymoviesonline

Security Policies and Assignments | Event Centre Secure Policy

Summary Token Auth Content Targeting Media Encryption

Policy Name: Sky Sports Event Centre Secure Policy

Description: Token and Cookie Authentication - Geo-Blocking

FEATURE SUMMARY:

Note: Table data is not updated until policy is saved.

FEATURE	ENABLED	SUMMARY
Media Encryption	false	Percent: 100
Player Verification	false	Approved players: 0 Enabled: 0 TTL: N/A
Token Auth	true	Enforce on Initial Request and Content Requests
Content Targeting	true	Geo Protection: Enabled IP Access Lists: Disabled Referrer Check: Disabled

ASSOCIATED HD NETWORK CONFIGURATIONS:

CONFIG NAME	TYPE
skysportsvev001.akamaihd.net.xml	LIVE
skysportsvev014.akamaihd.net.xml	LIVE
skysportsvev002.akamaihd.net.xml	LIVE
skysportsvev04.akamaihd.net.xml	LIVE

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.



Akamai® is a leading provider of cloud services for delivering, optimizing and securing online content and business applications. At the core of the company's solutions is the Akamai Intelligent Platform™ providing extensive reach, coupled with unmatched reliability, security, visibility and expertise. Akamai removes the complexities of connecting the increasingly mobile world, supporting 24/7 consumer demand, and enabling enterprises to securely leverage the cloud. To learn more about how Akamai is accelerating the pace of innovation in a hyperconnected world, please visit www.akamai.com or blogs.akamai.com, and follow @Akamai on Twitter.

Akamai is headquartered in Cambridge, Massachusetts in the United States with operations in more than 40 offices around the world. Our services and renowned customer care enable businesses to provide an unparalleled Internet experience for their customers worldwide. Addresses, phone numbers and contact information for all locations are listed on www.akamai.com/locations.