

## Digital Rights Management (DRM)

Medianova uses Microsoft's Digital Rights Management (DRM) to encrypt the digital content at the encoding process. This process ensures the controlled usage of the content by the user.

**DRM allows you to develop new business models** according to your needs.

- You may choose to rent your content per hour, per day or per month basis.
- You control the environment where content is downloaded in a rights protected manner with forbiddance to copy to a CD and to other media storages or not downloaded at all.
- Using DRM service, you can charge your customer or develop interactive marketing systems by collecting data.
- You can also use "Silent DRM" capabilities which would be seamless to your users and lock your content within certain country or location.

"DRM means extra revenues for you in the Internet TV arena Now and in the Future..."

In other words, **DRM means extra revenues for you** in the Internet TV arena **Now** and in **the Future**.

Medianova's DRM system is capable to distribute hundreds of licenses per second at a scalable rate when needed.

- Widely dispersed and highly connected systems
- MS DRM system needs to be approved by Microsoft
- Fast and reliable license distribution
- Protects the content at the encoding phase
- Business Models based-on DRM policies

### EPG

Electronic programming guides are uploaded to any front end interface on real-time basis with ease and coordination.

### SPG

SPG: Non-rights programming blocked or substituted onetime and on schedule to avoid legal conflict in the internet publishing rights arena.