

Widevine® Customer Case Study

Chunghwa Telecom Co., Ltd.

Location: Taiwan

With plans to expand its video on demand and linear broadcast services to its entire subscriber base of four million customers, Chunghwa needed content protection to acquire and distribute premium programming for optimal revenue generation. To accomplish this, Widevine was selected for its comprehensive content protection solution, ability to scale to a large subscriber base and proven experience securing multiple consumer devices.

Customer Profile

Headquartered in Taipei, Chunghwa Telecom Co., Ltd. (NYSE: CHT) has provided Taiwan with telecommunications services, including telephone, mobile, leased-line, Internet access, and other services for over 50 years. It is Taiwan's largest mobile service provider in terms of revenues, with approximately 8.4 million subscribers. Chunghwa is also the largest broadband Internet access provider, with nearly 4 million ADSL subscribers, and the largest Internet service provider, based on subscribers numbering 4.3 million for HiNet service. Total Internet and data revenues exceeded USD \$1.4 billion for 2006.

Business Situation

In 2003, looking to expand its service offerings to retain and grow their customer base, Chunghwa began offering its interactive TV service, Multimedia on Demand (MOD). It now has the largest VOD deployment in the world. To serve its subscriber base of four million customers, MOD service is comprised of multiple head-ends, middleware and set-top box vendors distributed across three regions. Chunghwa sought to offer MOD service customers a wide range of video-on-demand, near VOD (NVOD), karaoke-on-demand and linear broadcast channels. Acquiring premium content from Hollywood studios was critical to differentiate MOD from competing services.

Chunghwa required a robust content protection solution approved by Hollywood studios to license content. It also needed a solution that could scale to the demands of a multi-pronged network spanning several locations. The MOD service was architected for delivery from three separate head-ends in the North, Central and South regions, with each head-end utilizing its own middleware. Each region offered customized programming and required unique electronic program guides (EPGs). It was necessary for the content security solution to scale to meet large, planned expansions and easily integrate with multiple platforms, middleware, and devices including set-top boxes, PCs and mobile devices.

Solution Description

For this, Chunghwa turned to Widevine's downloadable conditional access and digital rights management solution, Widevine Cypher®, to protect multimedia content delivery across its entire service domain. Cypher's unique downloadable Cypher Virtual SmartCard™ enabled fast renewability of entitlements, digital rights and security on the consumer device for vigilance against potential piracy. Since the entire solution was already integrated with other components of Chunghwa's ecosystem—including middleware from Orca and Alcatel-Lucent, VOD servers from Alcatel-Lucent and consumer devices from Pace Micro Technology, Foxconn and Hwacom—the solution was simple to install and operational in a very short time period.

Ultimately, Widevine's content protection solution, held in high regard by Hollywood studios, enabled Chunghwa to license and distribute the premium content it needed to distinguish it from competing cable and satellite services.

About Widevine Technologies

Widevine is the leading provider of downloadable content protection and digital forensic solutions for video operators worldwide. Widevine enables telco, cable, Internet, mobile and satellite service operators to generate new revenue opportunities through the secure distribution, identification and tracking of multimedia content. Widevine is headquartered in Seattle, Washington.

For more information, please contact: sales@widevine.com

Solution Benefits

Content acquisition

“Our ability to acquire and license premium content for our IPTV business has been greatly enhanced by Widevine’s comprehensive content protection solutions. We chose Widevine over other solutions because of its solid reputation with Hollywood Studios and its proven IPTV deployments worldwide,” said Yi-Fong Chang, Managing Director of Chunghwa’s Multimedia Department.

Scalable Security

Chunghwa has one of the largest IPTV deployments in the world. With 4.3 million subscribers and multiple head-ends, Chunghwa required a solution that could easily scale to their aggressive growth plans. Widevine Cypher has continued to meet Chunghwa’s growth requirements, even as the complexity and size of its video deployment has expanded across the entire country. Chunghwa utilizes Widevine Cypher Continuous Availability capabilities for up to 100% up time across the entire Cypher system. This telco-hardened failover capability is an essential component for any carrier-grade video service.

Open Platform

In its IPTV deployment, Chunghwa chose to use equipment from a number of different ecosystem vendors. Because Widevine Cypher is the most integrated content security solution available, it provided Chunghwa with the flexibility, choice and control to choose the middleware, VOD and set-top box vendors that make the most business sense.

Widevine Products Deployed

Widevine Cypher is a comprehensive conditional access and digital rights management solution that offers all the key management, entitlements and digital rights for broadcast and video-on-demand services. Each set-top box or other consumer devices utilizes a downloadable Virtual SmartCard client that binds the identity of the device so that subscribers only get the content they have paid for. The entire system is highly scalable and customizable to meet Tier 1 telco requirements from day one. At the head-end, Cypher communicates with other ecosystem components for total integration in a complex and carrier grade network environment.

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