

# Widevine® Customer Case Study

## Elion

Location: Europe

Video Services: Linear Broadcast and Video on Demand

*Facing stiff competition from incumbent cable operators, Elion knew it needed to quickly roll-out a differentiated service offering to meet its aggressive subscriber goals. Widevine ensured that Elion could acquire the premium content it needed to create superior television packages with a quick time to market.*

### Customer Profile

The largest telecommunications and IT provider in Estonia, Elion provides comprehensive household and business communication services. It is the market leader in fixed network calls, Internet subscriptions and data communication solutions and has made a powerful entry into the digital television market. With the economy growing at 12% per year and broadband penetration rates of over 13%, the highest in Eastern Europe, Elion knew high growth potential existed for IPTV services.

### Business Situation

Elion operates in a highly competitive environment. When it rolled out triple play services in early 2005, Elion's cable competitors, Starman and STV, both followed suit. Since customers in Estonia are more likely to choose a single service provider, Elion knew it needed to expand its triple play to retain and grow its subscriber base. In spring 2006, Elion deployed Estonia's first IPTV offering, DigiTV over its ADSL2+ network.

Elion's triple-play package includes its DigiTV service, 12 Mbps internet and fixed-line telephony. To meet its aggressive rollout goal of penetrating 50% of all TV homes in Estonia by 2010, Elion needed to license and distribute the premium content that would attract customers. For this, they researched the entire market for a comprehensive conditional access and digital rights management solution that would assure Hollywood studios and other broadcasters that its content would be delivered securely. This highly strategic content protection decision was critical to growing and maintaining top line revenue growth for Elion.

### Solution Description

Elion evaluated the content protection market and chose Widevine Cypher®—a comprehensive conditional access and digital rights management solution to secure Elion's linear broadcast and video-on-demand content. To meet aggressive deployment expectations that were set with customers and the financial community, it was imperative Elion could quickly integrate the content protection system with its existing video ecosystem. After evaluating multiple content protection vendors, only Widevine demonstrated that it could operate within Elion's chosen video ecosystem. Additionally, Widevine had proven deployments with over 125 operators utilizing its systems and proved the most highly regarded amongst Hollywood studios for its legacy of effectively securing content delivery to a wide range of devices, including set top boxes, PCs and mobile devices.

The actual integration of the Widevine system into Elion's video ecosystem took two days. At that point, Elion was able to acquire broadcaster and studio content from ESPN, Disney, Discovery Channel, MTV and HustlerTV along with local broadcast and sports packages from Discovery Communications, Turner Networks, ViaSat, BBC and more. Within two months of deployment, DigiTV grew to 7,000 subscribers. Currently, more than 30,000 subscribers receive the DigiTV service, with growth targets expected to exceed more than 55,000 subscribers in 2007.

Subscribers to Elion's DigiTV service receive 40 broadcast channels. A la carte upgrade options include 30 additional premium channels and video-on-demand with Estonian and international films and programs. In 2007, Elion plans to roll-out online games, music, movie ratings and TV channel ordering, all secured using Widevine Cypher.

For the Elion deployment, Widevine Cypher seamlessly interfaces with integrated receiver decoders and IP streamers from Tandberg Television, Elion's own IPTV middleware and Amino AmiNET 110 MPEG-2 set-top boxes.

### 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](mailto:sales@widevine.com)

### Solution Benefits

#### A proven solution

*"Elion evaluated Widevine with other content protection vendors... Only Widevine was able to prove its system was operable in the video ecosystem we deployed,"* said Jaan Inno, Elion's Head of IP and Datacom Development. *"That critical factor, along with Widevine's proven legacy of delivering downloadable conditional access, digital rights management and digital copy protection to market, made Widevine the natural selection for the first national deployment of IP video services in Estonia."*

#### Fastest time to market

Elion had aggressive deployment goals that it needed to meet. Widevine's extensive integrations with leading video server and set-top box vendors allowed Elion to implement content security into its existing ecosystem quickly and efficiently. It also gives Elion the flexibility to add to its service offerings in the future. Widevine was able to deploy and secure Elion's content in two days in contrast to other vendors that spent over a month without success in deployment.

#### Content acquisition

Elion operates in a highly competitive environment. The key to differentiating its service was to offer premium content to its subscribers. With 125 customers worldwide all licensing content from top broadcasters and studios, Widevine was the obvious choice for enabling premium content acquisition.

#### 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 device utilizes a downloadable Cypher Virtual SmartCard™ client that binds the identity of the device so that subscribers only get the content they have paid for. At the head-end, Cypher communicates with other ecosystem components to encrypt content and performs unique key management with the Cypher Virtual SmartCard.

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