

Widevine® Customer Case Study

Lattelecom

Location: Europe

Video Services: Linear Broadcast and Video-on-Demand

In a region with stiff competition from incumbent cable and satellite operators, Lattelecom launched Lattelecom TV—the Baltic's first MPEG-4 IPTV solution delivered on the H.264 platform. Lattelecom chose Widevine for its multiplatform, multiformat content protection solution to secure premium Hollywood content delivered to a wide range of consumer devices.

Customer Profile

Lattelecom, the leading provider of electronic communications services in Latvia, provides services for consumers, small and medium sized businesses, state and municipal institutions, as well as corporate clients. Since 2002, Lattelecom has expanded to Estonia and Lithuania with a full range of data, internet and telephony services for international and local corporate clients. Lattelecom continues its rapid development to keep pace with the fast growing economies of the countries where they operate.

Business Situation

Since 2006, broadband connectivity has more than doubled in the Baltic States during which time Lattelecom's DSL customer base has increased by more than 55%. To monetize its existing infrastructure and compete with incumbent cable and satellite operators, Lattelecom made a strategic decision to launch IPTV services. Lattelecom was determined to meet a market need for high-value content and compelling service packages for its customers.

To accomplish this, Lattelecom required a solid compelling library of premium content and flexibility to try different business models which required rolling out multiple consumer devices.

In 2007, the Lattelecom TV service was launched, representing the Baltic's first MPEG-4 IPTV service. With a full channel line-up, interactive video-on-demand (VOD) and soon-to-come high definition programming, the service has experienced huge success. In addition to streaming live TV channels, customers can create personal program sets, order broadcast shows and movies, create personal archives, select languages and use internet and voice communications.

Solution Description

Initially Lattelecom utilized a proprietary DRM system to launch internet services to PCs. However, a significant percentage of customers could not access the service because of the DRM limitations, including an inability to secure delivery to multiple browsers. When they decided to launch IPTV services, Lattelecom conducted a thorough market evaluation and chose Widevine Cypher® for its multiplatform and cross-browser content protection capabilities.

With Widevine's proven international deployments and studio support, Lattelecom determined that Widevine uniquely met its requirements and did so with a single content protection solution. In addition to enabling premium content acquisition, Widevine offered proven support for HD/H.264, interactive client PVR and PCTV features—three key service differentiators. Finally, Widevine's wide range of consumer device integrations provided Lattelecom with the flexibility to choose whichever VOD server, middleware and consumer device vendors that worked best for its business.

For the Lattelecom deployment, Widevine Cypher tightly integrates with Orca middleware, BitBand VOD servers and Motorola set top boxes.

About Widevine Technologies

Widevine is the leading provider of content protection and forensic watermarking solutions worldwide for content owners and Telco, cable and internet service operators. Its patented conditional access and DRM technologies make it possible to monetize the distribution of digital media and PayTV content while creating new revenue opportunities through the secure distribution, identification and tracking of digital content. Widevine is headquartered in Seattle, Washington, with offices globally in the United Kingdom, France, Belgium, Italy, Portugal, Singapore, Taiwan, Brazil and Argentina.

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

Solution Benefits

Multiplatform, multiformat solution approved by Hollywood

“Lattelecom chose Widevine because of its good relationships with major content owners. Hollywood is more willing to license content because of Widevine Cypher’s DCAS / DRM solution and, importantly to us, the proven support for HD and H.264, plus all the interactive client PVR and PCTV features that will differentiate our service.”

— Gints Kirsteins, Lattelecom

Single solution for all content protection requirements

With Widevine’s wide range of integrated devices, Lattelecom is able to choose which middleware, VOD servers and consumer devices that best fit their customers’ needs. And since Widevine’s integration list is constantly growing, Lattelecom has the ability to change out older devices for newer, improved ones such as PVRs and Home Media Gateways to remain a competitive player in the market.

Flexibility to meet future business requirements

Widevine Cypher for the PC, an extension of the industry leading Widevine Cypher, securely delivers broadcast and VOD to the PC. Lattelecom will be able to expand their current Cypher system to extend their service to PCs and portable devices, an important differentiation point for Lattelecom in competition with incumbent cable and satellite carriers.

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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