

# Widevine® Customer Case Study

**Sonaecom** (parent company of Optimus, Novis, Clix & Publico)

*Location: Europe*

*Video Services: Linear Broadcast and Video on Demand*

*In a marketplace with a deeply entrenched incumbent and dissatisfied PayTV customers, Sonaecom seized on technological advances and the explosion of broadband as opportunities to launch Clix SmarTV, the country's first IPTV and video-on-demand service. Sonaecom chose Widevine for its multiplatform, multiformat solution to protect premium content delivered to set top boxes, PCs and mobile devices.*

## Customer Profile

Sonaecom, Portugal's second largest telecommunications provider, offers triple play services and operates three main business areas including telecommunications, media and software and information systems. With 1.4 million broadband access lines, Portugal has the highest penetration rate of PayTV in Southern Europe. Today, Sonaecom's national network reaches 1.6 million homes in Portugal—approximately 50 percent of the population—and delivers multimedia content secured by Widevine under the brand, Clix SmarTV.

## Business Situation

Sonaecom's business goal was to deliver a converged, multi-service network offer. It determined it could maximize revenue and ROI from its network infrastructure investments, enhance the attractiveness of its service offering and reduce churn with IPTV services. These strategies were designed to enable Sonaecom to more effectively compete against the incumbent cable operator. Sonaecom also wanted to take advantage Portugal's explosive broadband growth and easing of government regulations to compete in a marketplace where customers were dissatisfied with existing PayTV offers.

## Solution Description

Because content acquisition is one of the most critical elements of an IPTV deployment Sonaecom required a content security vendor that would enable them to acquire premium content to differentiate its service and meet future expansion requirements for delivery of multimedia content to PCs and mobile platforms. With Widevine's proven international deployments and a content protection solution held in high regard by Hollywood studios, Sonaecom determined that Widevine uniquely met its requirements with a single content protection solution.

Clix SmarTV conducted extensive evaluations and focus groups in developing its multimedia content go-to-market strategy. Today it offers a complete lineup of broadcast television, video-on-demand (VOD) and subscription video-on-demand (SVOD). With more than 100 live broadcast channels and several entertainment packages, customers can choose premium content from Discovery Channel, Disney and movies from major Hollywood studios including Warner Bros and Buena Vista. Clix has signed multi-year distribution agreements with Hollywood studios to solidify a competitive advantage and develop new revenue generating services, including movies and other programs delivered to PCs and mobile devices. Launched in early 2006, SmarTV service is successfully deployed in the cities of Lisbon and Porto with plans to roll-out across Portugal throughout 2007.

For the Soneacom deployment, Widevine Cypher® interfaces with middleware from Orca Interactive and set top boxes from Amino.

## About Widevine Technologies

Widevine is the leading provider of downloadable content protection and digital forensic solutions for video operators worldwide. Widevine enables telco, internet, cable, 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

### Multiple platforms and multiple formats with a single solution

*“Sonaecom wanted to take advantage of explosive broadband growth and deliver a truly converged multi-service network offering. Widevine’s ability to protect multiple formats, multiple platforms and multiple devices using a single protection solution is a key factor in our growth plans for Clix SmartTV,”* says Susanna Barbato, Sonaecom’s Director of IPTV.

### Content acquisition

To acquire the highest value and newest premium content that would differentiate its service in a competitive situation, Sonaecom made a strategic decision in choosing Widevine for its end-to-end, fully integrated security solution. Highly regarded by broadcasters and Hollywood studios, Widevine Cypher tightly controls access to content and protects against unauthorized copying and distribution.

### Flexibility and control to meet future business requirements

Sonaecom selected Widevine for its comprehensive conditional access and DRM solution as well as for its wide integrations with leading video servers, middleware and consumer devices. With Widevine, Sonaecom can choose the technology that best fits its business and technical requirements and support multi-vendor environments seamlessly. Sonaecom’s IPTV solution deploys Orca Interactive middleware and set top boxes from Amino.

### Widevine Products Deployed

**Widevine Cypher** is a comprehensive conditional access and digital rights management solution that offers 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.

**Widevine Cypher for the PC** provides multiformat, multiplatform copyright protection on PCs and PC-based consumer devices, such as Windows, Macintosh and Linux-based devices, for managed, open internet or semi-open client environments. It secures the delivery, storage and consumption of live streams, file downloads and progressive downloads and is the only solution on the market that combines renewable client security and digital copy protection to address the unique and open PC environment. This enables multimedia service operators to license and acquire premium content for extended service delivery to a wide variety of retail available, high definition consumer electronics devices. Built for complete multimedia protection, it secures major video formats such as MPEG2, H.264, VC-1, Windows Media, Flash, QuickTime, RealMedia and AAC.

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