![irdeto]

Stofa selects Irdeto to protect new
Android TV™ Set-top Box

Stofa:

OVERVIEW

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Striving to meet consumer demand for freedom of choice for program tiers, interactivity and flexibility, without an extensive revamp of its network infrastructure, Stofa decided to launch a new Hybrid Android TV™ STB (set-top box) to its cable subscribers.

The new Android TV™ STB provides "live" radio and TV services, video on demand (VOD), time-shift TV, PVR and OTT services.

To contain costs, Stofa wanted to make use of its existing conditional access system (CAS), and so chose to include Irdeto Rights, to also support Chromecast devices.
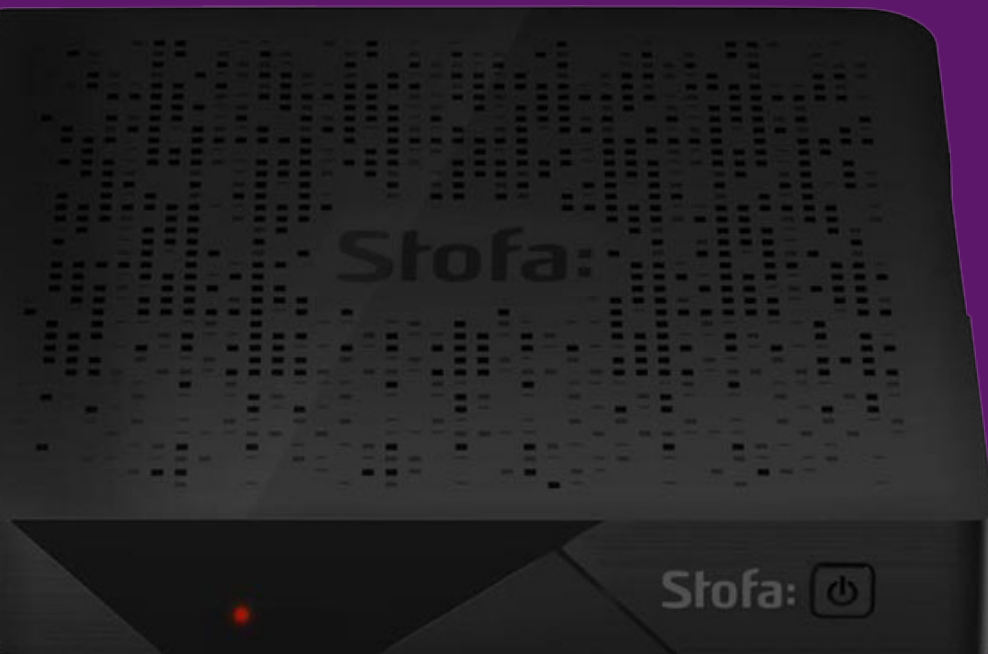
THE CHALLENGE

✓ Provide subscribers with more choice in program tiers, interactivity and flexibility
✓ Limit additional investment in network infrastructure
✓ Control access to "live" radio and TV services and non- linear video on demand

THE CLIENT

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Stofa is Denmark's second largest supplier of cable TV and broadband internet services. Approximately 450,000 homes across the country are connected to Stofa's IP backbone and able to subscribe to digital services as well as broadband internet services.

THE SOLUTION

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Stofa selected Irdeto as its preferred conditional access provider in 2006 and launched its DVB-C digital cable service to the Danish market, providing approximately 200 services to its many subscribers. Irdeto CAS was already successfully providing content protection for the existing cable network and had proved itself to be proactive and easy to work with. Irdeto Key Management System (KMS) protects live, VOD and OTT content delivered via a combination of cable and HLS/DASH networks for fast deployment of new services to Android hybrid STBs. Stofa was also looking to extend their device reach with support of Chromecast devices. Irdeto Rights and Rules Manager enables Stofa to support and manage their Chromecast devices with PlayReady and using MPEG-DASH streaming protocol.

✓ Deliver live and stored content via cable and IP networks to hybrid STBs
✓ Roll out hybrid STBs with local hard drives to enable live pause and time shifting services locally, while delivering live and VOD services via the network
✓ Enable, through the Irdeto Rights and Rules manager, support for PlayReady and MPEG-DASH for Chromecast devices

THE BENEFITS

✓ Achieved a good subscriber take-up rate and business objectives without inconvenience, disruption or headend rebuild expenses
✓ Ability to offer subscribers converged PC and TV services
✓ Secured valuable content to meet stringent requirements of rights owners
✓ Stofa successfully introduced new service to the market

WHY IRDETO?

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An Irdeto conditional access system (CAS) was already successfully providing content protection for Stofa's existing cable network and Irdeto had proven itself to be proactive and easy to work with. Irdeto also has an outstanding security record in the pay TV industry and showed a strong commitment to thoroughly advise and support Stofa during the CAS planning and integration stages (headend and set-top boxes) and the rollout of the solution. Irdeto's headquarter location in the Netherlands also provided rapid response to ongoing needs and collaboration.

SERVICES SUPPORTED

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Video on demand (VOD) assets are fed to the Irdeto Pre-Encryption Server (PES), where they are encrypted by Irdeto and stored on the Edgeware VOD server. The Stofa middleware system manages the VOD end-user request, payment and fulfillment processes, with VOD content then delivered to the Stofa middleware system at the central layout.

For TSTV (with 24 hour "recall" capability) services, live content is converted to IP and scrambled by the Irdeto IPTV Scrambler (DVB CSA algorithm and "trick mode" support) are stored on a server, and at a "resume" command from the end-user, content will be unicasted via an edge QAM device to the end-user's set top box (STB).

Irdeto Rights provides licenses for all live and VOD content to Chromecast devices with MPEG-DASH and Microsoft PlayReady protection. With the easy to use API's to Rights, Stofa could integrate their existing subscriber management system to manage Chromecast devices, and can easily extend the service to support other DRM's, such as FairPlay and Widevine, for native support in browsers and iOS devices.