



conax



evolution[™]
DIGITAL



CASE STUDY

TRANSITIONING FROM QAM TO IP VIDEO WITH eVUE-TV

For nearly a decade, Evolution Digital has provided small to medium-sized cable operators with innovative technology solutions to stay competitive in the evolving pay-TV space. Beginning with providing cable operators a solution to transition from analog to digital with its renowned digital transport adapters (DTAs), Evolution Digital now pioneers the migration to IP video delivery for Tier 2 and Tier 3 cable operators with three solutions: eBOX® IP hybrid set-top box, eVUE-TV™ IP video platform and eGUIDE™ interactive user interface.



A key area of focus for Evolution Digital today is streamlining the transition to all-IP for cable operators with its eBOX, providing them with the tools and resources to offer both QAM linear and IP content through one device and an integrated user guide. By delivering video over IP, operators can address the growing number of consumers that want all of the video content they consume on a unified platform. eBOX aggregates an operator's traditional pay-TV offerings with popular OTT services, such as Netflix and Hulu, on a seamless user interface with universal search.

Evolution Digital's eVUE-TV platform enables cable operators to deliver IP VOD content, as well as IP linear channels, network DVR and catch-up TV functionalities, to any connected screen. As a fully-managed service, eVUE-TV is the easiest and most cost-effective way for operators to add IPTV content to their portfolio, providing consumers with access to thousands of hours of IP content including new release movies, linear network VOD and premium channel subscription VOD. A recent study by [Deloitte](#) showed that almost half (49 percent) of U.S. consumers now subscribe to streaming video services. In order for operators to adapt to the rise of streaming consumption, they must move to IP.

One of the biggest advantages of eVUE-TV is that the platform provides integrated and managed content delivery across all devices in the home including

smart TVs, gaming consoles, streaming devices, smartphones and PCs.

Challenges

Delivering IP video can be complex, expensive and hard to manage. Typically, a cable operator would need to partner with different companies for video encoding and storage, content delivery, content protection and an end user client. Evolution Digital and Conax simplify this situation by creating an end-to-end, pre-integrated platform that enables cable operators to deliver more functionality at a faster time to market and at a fraction of the price.

A major challenge in launching this platform has been content protection. In today's fast-paced digital TV world, security requirements for acquiring digital rights are constantly changing. Over the years, operators have made the leap from analog to digital, followed by a transition from SD to HD and now UHD/4K. As the quality of the video content has gone up, the security requirements have also increased.

In creating its end-to-end solution for IP video delivery, Evolution Digital needed to partner with an experienced content protection provider trusted by content producers and Hollywood studios. This would ensure that its customers – Tier 2 and Tier 3 cable operators – could gain rights to premium programming and securely deliver that content across multiple devices.

The Solution

After working together for more than 10 years, and with millions of STB devices sold using Conax security, Evolution Digital chose Conax as the content protection provider for its new eVUE-TV platform.

As part of the Kudelski Group, Conax is a division of the largest security provider in the world for digital TV and entertainment services via broadcast, broadband and connected devices with 30 to 35 percent global market share. Given Conax's reputation for reliable security solutions and extensive experience in global deployments, Evolution Digital entrusted Conax as a best of breed multi-DRM solution for its eVUE-TV platform.

eVUE-TV is available as a cloud platform or an on-premises platform installed in a cable operator's headend. By taking care of the complex issues typically facing operators, including content ingest and lifecycle management, billing integration and platform usage reporting and metrics, eVUE-TV enables a smooth IP migration for operators.

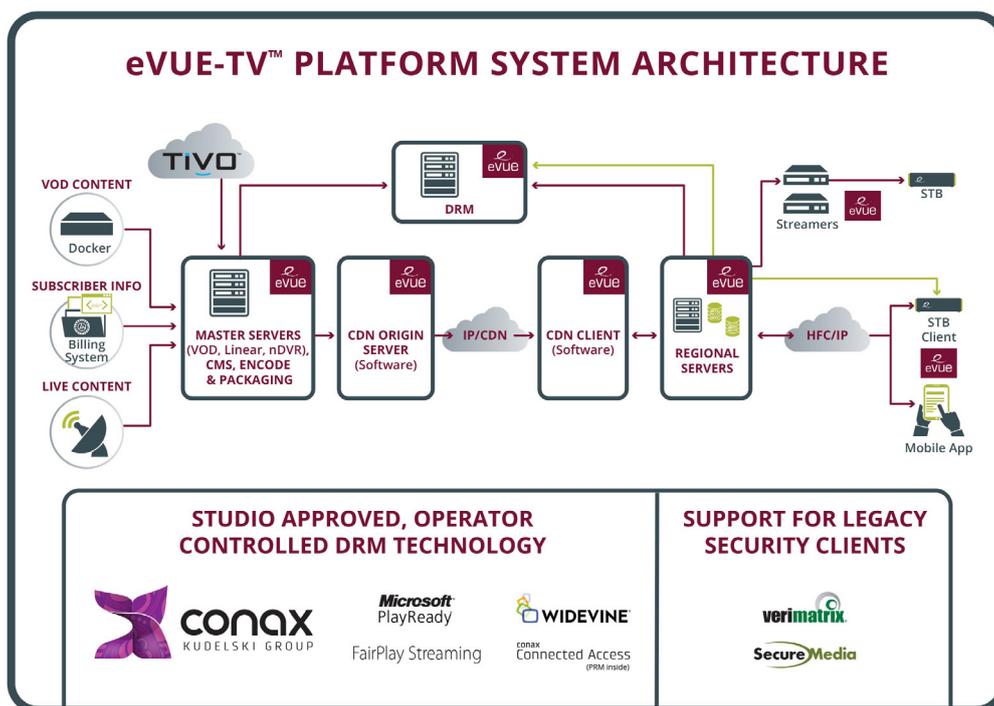
Conax's multi-DRM solution is at the heart of eVUE-TV, as the platform is built on a flexible security architecture that delivers different levels of security depending on the requirements of content owners and available technology in each device to assure unified protection across all screens, networks and use cases.

Unique Advantages of Conax Contego Multi-DRM

Conax is one of the only providers to offer a holistic approach to content security with support for Google Widevine, Microsoft PlayReady and Apple FairPlay Streaming, along with a next-generation Conax Connected Access IPTV security client that combines CA/IPTV/DRM functionality in one. By supporting multiple DRMs, Conax's solution guarantees that cable operators delivering IPTV services via eVUE-TV can reach viewers on any connected device type.

With streaming services for premium content on the rise, Conax provides an end-to-end secure watermarking architecture with Contego by combining NexGuard forensic watermarking technology and anti-piracy services. This enables operators to meet the comprehensive MovieLabs Enhanced Content Protection Requirements for 4K/UHD and increase operators' monetization.

Available on the cloud version of eVUE-TV, Conax Contego multi-DRM minimizes operators' CAPEX while ensuring world-class security for their IPTV services, allowing rapid launch of new features and upgrades. The security solution is completely scalable, authorizing operators to turn up and down capacity at any time.



Conclusion

Ten years ago, cable operators were limited by the types of services and functionalities that they could deliver. Beyond that, STB platforms with a smart card were required to enable highly secured delivery of linear TV.

Partnering together on eVUE-TV, Evolution Digital and Conax have opened up a new world of opportunities for cable operators, enabling them to deliver live TV, VOD, catch-up TV, and nDVR content to subscribers anytime, anywhere, and on any connected device. Using the complete, pre-integrated and high-security solution, operators can easily migrate to IP at a price point that makes sense, speed up the launch of new services and features, and reduce hardware costs, as there is no longer the need for a smart card STB system for content protection purposes.

The eVUE-TV platform was launched in June 2016 and has successfully been deployed by over a dozen Tier 2 and Tier 3 operators in the United States. With comprehensive content protection security at its core, the platform helps to increase revenue streams for cable operators as they address the need for strongly secured premium content on every screen.

To learn more about Evolution Digital's eVUE-TV platform, visit <https://evolutiondigital.com/evue-tv/>. You can also read more about Conax Multi-DRM here <http://www.conax.com/products-solutions/conax-security-platform/multi-drm/>

About Evolution Digital

Evolution Digital L.L.C. is a leading provider of integrated IP Hybrid devices and IP Video solutions for the global cable industry. Evolution Digital takes an aggressive approach to product innovation to embrace the way viewers are consuming video. It has quickly become an innovator in the era of OTT content and multi-stream households. Through its 2015 acquisition of i-Velocity, Evolution Digital's eVUE-TV platform enables cable operators to cost-effectively deploy IP Video services including IP VOD, IP Linear, mobile and nDVR. Evolution Digital provides integrated and managed content delivery across all mobile devices in the home, including smart phones and tablets, subject to the operator's licensing agreements. Evolution Digital was recently named as one of Colorado's fastest growing private companies by ColoradoBiz Magazine.

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About Conax

A part of the [Kudelski Group \(SIX:KUD:S\)](#), Conax is a leading global specialist in total service protection for digital TV and entertainment services via broadcast, broadband and connected devices. The Conax Contego unified security hub provides telcos, cable, satellite, IP, mobile, terrestrial and broadband operations with an innovative portfolio of flexible and cost-efficient solutions to deliver premium content securely. Conax' future-ready technology offers modular, fast-time-to-market solutions that enable easy entry into a world of secure multiscreen, multi-DRM content delivery and secures rights for premium content delivery to a range of devices over new hybrid network combinations. Conax spotlight technology includes our Contego-as-a-Service cloud-based platform, award-winning Conax GO Live and benchmark Conax multi DRM OTT solutions, and includes Conax Connected Access connected IPTV security client managing both Conditional Access and DRM security in a single Conax Contego security back-end for reduced operational complexity and cost. Headquartered in Oslo, Norway, ISO 9001 & 27001 certified Conax technology enables secure content revenues for 425 operators in 85 countries globally.

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