This report examines the current and emerging content protection industry. It identifies the important features, beyond basic content protection/antipiracy elements, for today's conditional access (CA)/digital rights management (DRM) solutions. It also examines changes in content technologies and solutions, including ways CA/DRM solutions can create new revenue models and meet consumer desires to access video on multiple devices.

Although protecting premium content remains a chief role of various antipiracy solutions, the proliferation of digital media and networked devices is requiring companies to add additional elements to their solutions,” said Kurt Scherf, vice president, principal analyst, Parks Associates. “Content protection is being enhanced via solutions that emphasize multidevice usage, the protection of both linear and on-demand content, and the use of content identification for both forensics and new monetization models.”
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