



# **WE PROVIDE** **OPTIMAL SECURITY**

**CONAX PUSH VOD SECURITY IS THE OPTIMAL SOLUTION WHEN NETWORK CAPACITY IS LIMITED AND A NETWORK RETURN PATH IS NOT AVAILABLE**

**CONAX PUSH VOD**

**SECURING THE FUTURE**





# INTERACTIVE TV-SYSTEM

VIDEO ON DEMAND (VOD) SYSTEMS ALLOW USERS TO SELECT AND WATCH VIDEO CONTENT OVER A NETWORK AS PART OF AN INTERACTIVE TELEVISION SYSTEM

## CONAX SECURITY FOR PUSH VOD - ADVANCED SOLUTIONS FOR DIGITAL TV AND IPTV

VOD systems allow users to select and watch video content over a network as part of an interactive television system. Conax Push VOD security is the optimal solution when network capacity is limited and a network return path is not available where:

- Content is downloaded to the user's device
- Access to the content is granted after download

### CONAX PREENCRYPTOR

In addition to the functionality of Conax Push VOD security lies the Conax PreEncryptor - a module designed for off-line encryption of MPEG Transport Streams.

- Consumer's STB has a local hard disk drive (HDD)
- Consumer's operator downloads assets onto the HDD
- Assets can be purchased on a rental or subscription basis

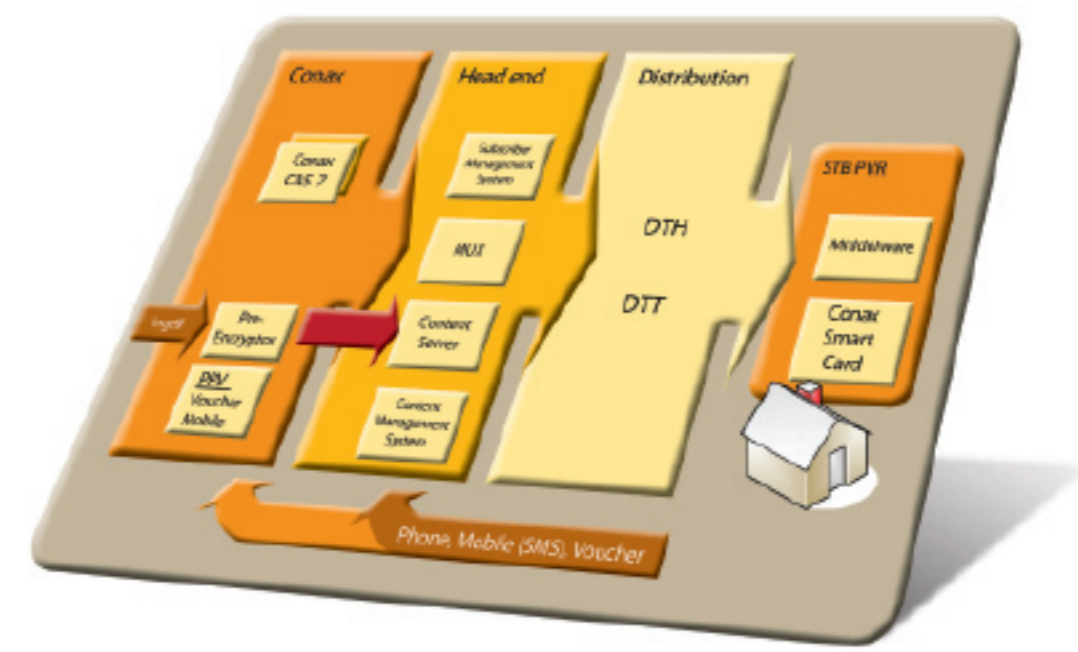
### CONAX SOLUTIONS PROVIDE BUSINESS BENEFITS

Conax security solutions are designed to be easily integrated with VOD services. Naturally, Conax provides the same high level of security for VOD services as broadcast TV and Conax components are designed for the flexibility to meet a multitude of business models and configurations.

### THE CONCEPT

The Conax Push VOD solution consists of three steps:

- 1) Pre-encryption of content
- 2) Pushing of content to the STB
- 3) Playback of stored content to consumer



### 1) CONAX PRE-ENCRYPTION

Conax PreEncryptor is batch-oriented and is initiated by other processes. It assumes a Single Program Transport Stream (SPTS) from asset management and can be configured to match a variety of VOD-server concepts. After processing, the encrypted content is stored on a pre-defined server.

### 2) PUSHING OF CONTENT TO STB

Content is "pushed" to the STB through a push VOD server. The server is engineered by Conax to secure consistent interfaces and operation throughout the entire cycle.

### 3) PLAYBACK OF STORED CONTENT

To enforce a secure environment and consistent behaviour, Conax offers a stored content playback concept that can be implemented by any STB provider with a valid licence.

# THE CORE OF CONAX CONTENT PROTECTION

The basis for all Conax product offerings is the Conax CAS7 subscription components necessary for securing a pay-TV operation.

For extended digital TV services, optional Conax CAS7 components and associated products can be added:

- **Conax CAS7 On-demand** for On-demand services such as PPV events, VOD and push VOD
- **Conax CAS7 Pairing** for additional security level and protection against STB hijacking
- **Conax CAS7 Messaging** for directly addressing the end-users STBs
- **Conax CAS7 Mobile** for ordering of TV services via mobile phone SMS text messages
- **Conax CAS7 Vouchers** for purchase of access through prepaid solutions, i.e. scratch cards/vouchers
- **Conax CAS7 Tokens** for PPV tokens mode support
- **Conax CAS7 Fingerprinting** for enabling tracing of illegally distributed copies of content
- **Conax CAS7 IPTV** for DVB over IP
- **Conax Data Playout Manager** for management and play-out of any data to STBs
- **Conax PreEncryptor** for encrypting content prior to broadcasting

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