

## INVENTION DISCLOSURE

1. **Invention Title. A DRM Implementation for Linear Content Delivery**

2. **Invention Summary.**

A license acquisition mechanism is defined to allow use of standard DRM technologies for the secure delivery of linear video content.

3. **Invention Description.**

a. **Describe the invention in detail and/or attach a description, drawing(s) and/or diagram(s), if available. Please include flow charts for descriptions of software processes, and block diagrams for descriptions of hardware systems. Include the description/attachments in electronic form if possible.**

Please refer to the whitepaper DRM FOR LINEAR CONTENT DELIVERY.pdf for details.

b. **Why was the invention developed? What problem(s) does the invention solve? How is it better?**

Current DRM implementations fall into 2 categories, content download and streaming. Both of these implementations depend upon a discrete beginning and end for the delivered content. Linear content as delivered via MSO's essentially constitutes an infinite stream which makes the application of traditional DRM's difficult in their current incarnation. The invention provides a method of segmenting the infinite streams into discrete content which allows for key rotation to prevent hack. Additionally a license acquisition mechanism is defined to acquire the keys and rights associated a particular channel as well as the individual programs contained within it.

c. **Briefly outline the potential commercial value and customers of the invention.**

Currently, MSO's are tied to a Conditional Access (CA) content protection model which requires specialized hardware embedded within an STB. DRM's are software based and widespread in many CE devices. The proposed invention would allow the delivery of linear content to these IP enabled CE devices as well as potentially remove the expensive hardware based CA system from newer generation STB's.

4. **HOW is your invention different from existing products, processes, systems?**

Please list the closest publication(s), product(s), method(s), patent(s), etc. to your invention. For each item, how is your invention different?

As mentioned previously, this implementation addresses specifically the delivery of linear content. DRM vendors have not specifically worked in this space and some MSO's are attempting to do hand rolled content protection mechanisms to solve the same problem. Cablevision in particular has their own implementation using session based encryption which is very server computationally heavy. The implementation herein globally encrypts a particular channel and delivers the keys via device specific key. This ties the content to the device without requiring unique encryption for each video session delivered.