

# Media Firm Strengthens Content Key Security Across Its Multi-Platform Distribution Network

## Industry

Media and Communications

## Location

International Scope

## Solution

zKeyBox  
zShield

## Customer Profile

This major Media and Technology Company (*the Firm*) operates multiple business divisions on a global scale. The Firm provides for the distribution of entertainment content via multiple outlets to subscribers and others. The Firm has enjoyed strong organic growth as well as expansion through key acquisitions and investments.

## The Challenge

Streaming media distribution companies are grappling with an exponential increase in quality content and evolving consumption methods. Over-the-top (OTT) providers, who deliver on-demand programming via broadband, have gained significant traction, compelling traditional broadcasters to form partnerships for streaming services. Amidst this fragmentation of subscribers and platforms, companies face immense pressure to safeguard their own content, as well as that of independent providers like Netflix, Amazon, Hulu, and YouTube.

## Challenge Highlights

The Firm had to maintain strict content protection and security guidelines or risk losing revenue and content. Below are their key mobile security requirements:

- Protect vital subscriber PII
- Manage storage and delivery costs
- Deliver multi-platform cryptographic protection for critical content keys
- Ensure content keys are not delivered to apps on compromised devices
- Provide end-to-end content protection, from server to any display device, be it a smart TV, tablet, or mobile phone
- Protect content on legacy devices and Set Top Boxes (STB) lacking any hardware security capabilities

## The Solution

The Firm turned to Zimperium to help protect its end-to-end ecosystem of services and devices, including media servers, license servers, set-top boxes, DRM engines, and associated compliance and robustness rules.

The Firm chose Zimperium's [zShield](#), the industry-leading application shielding solution to **prevent hackers from reverse engineering and tampering** with the streaming applications on iOS, tvOS, Android, and Fire TV. zShield protects streaming apps on handheld devices, as well as smart TVs, HDMI dongles, and other devices. zShield proactively checks whether a device has been tampered with before delivering any content keys. This limits the number of devices on which content keys can be exposed.

The Firm also chose Zimperium's zKeyBox to secure all cryptographic operations on iOS, Android, TVOS, and Fire TV platforms. zKeyBox was also used to protect cryptographic assets on millions of set-top boxes (STBs) and other content distribution devices when a hardware security module was absent or did not support the necessary cryptographic schemes.

zKeyBox allows the firm to **secure certain keys without incurring unnecessary HSM storage costs** or violating licensing terms. By reducing service delivery costs, the firm can offer its services globally and remain competitive. As a software-only solution, it served as a cryptographic equivalent to HSM for app developers to use while the set-top box hardware was still being built, enabling them to meet go-to-market deadlines.

## The Results

Leveraging Zimperium's [zKeyBox](#) and zShield solutions, the Firm has significantly bolstered its security infrastructure, proactively safeguarding its diverse content delivery network against malicious attacks aimed at business disruption and data theft. These cost-effective solutions require minimal human intervention for remote deployment, aligning with the Firm's core business objectives to protect intellectual property and revenue streams.



**Learn more at:** [zimperium.com](https://zimperium.com)

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