

Driving The Need For End-to-End Content Protection

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Why is UHD Content Protection so Difficult?

- Premium content matters to studios
 - UHD, early window, HDR, ...
- Multiple forms of piracy:
 - The pirate/attacker is an illegitimate user but can also be the legitimate user/owner of the device/movie
 - The pirate/attacker is very motivated and has lots of means and time
 - Content piracy is not just fraud but is a large-scale business
- Multiple vulnerable points in the ecosystem:
 - Infrastructure security, online server security
 - Data in transit
 - Insecure manufacturing lines
 - Weak link to remote displays
 - Camcording



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Is Strong Security Possible for All ?

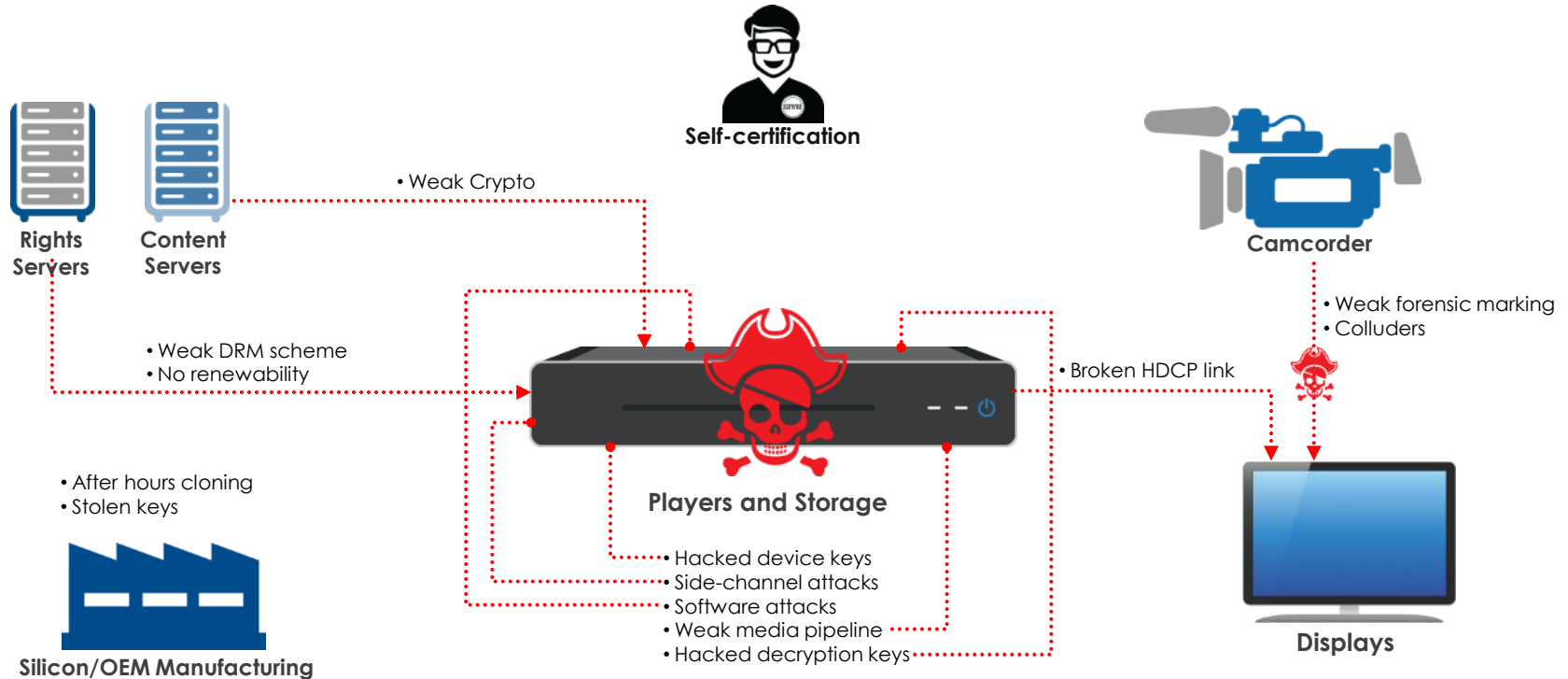
- Studios releasing UHD Content are driving requirements for **high security**
- But not all devices are designed for that...
 - Consumer electronics are not built for security
 - **Lack of secure:**
 - Feature upgrades
 - Firmware updates
 - Over-the-air provisioning
 - Different device security capabilities
 - Shared/open platforms with multiple concurrent applications
 - Security is not ubiquitous and it is cumbersome



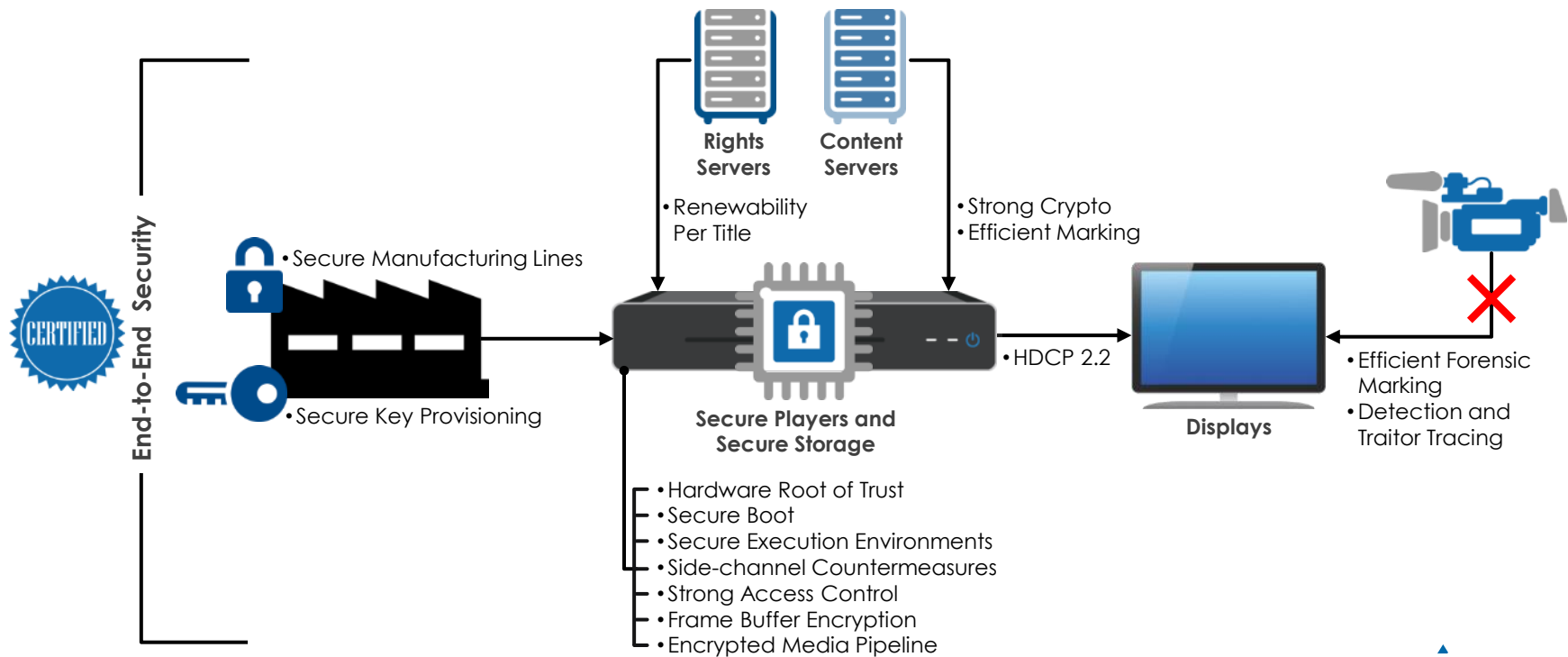
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Typical Threats/Issues (Non-Exhaustive List)



End-to-End Security for UHD Content



Thank You

