



**Onstream Media's Streaming Publisher®, the industry's most advanced, easy to use web publishing tool, now features secure streaming capabilities to protect your high-value published digital assets from piracy and unauthorized distribution. With the new secure streaming features you can upload, manage, transcode and syndicate your premium rich media assets with the confidence that your proprietary restricted-access content won't fall victim to deep-linking, plagiarism or unauthorized opening and viewing.**

As an online publisher looking to capitalize on your premium multimedia assets, you are faced with the constant threat of content piracy, or unauthorized access to your online content. In fact, according to The Hollywood Reporter (6/22/10), video piracy costs the U.S. economy approximately \$20.5 billion annually in lost revenue. Fortunately, however, with Onstream Media's Secure Streaming solution the tools are available

to help you add a layer of security to your premier online content to digitally protect it from unauthorized access and re-distribution.

Streaming Publisher's new Secure Streaming capabilities provide you with a number of advanced features that help to protect your content and ensure only authorized viewers gain access to your online assets. These capabilities include the following:

**Example of a Token-based, Time-expiring dynamic link—the portion in blue is what expires and changes with each new viewing**

### **Token-based (time-expiring) access**

— Protect proprietary content and prevent illegal redistribution by building a secure token into your media file URL. Viewers are prevented from deep linking your content and you get to control the length of time that a token survives before expiration. The user will have that period of time to initiate a player load or the link will be rendered useless and access to the asset will be lost.

The screenshot shows the "Asset Publishing Code" window for a file named "fireplace\_4\_small\_low.m4v". The URL in the text area includes a token: `rtmp://sqps-Flash.OnstreamMedia.com/ondemand/mp4:sFlashDMSP/rassales/Secure_Video/fireplace_4_small_low.m4v?auth=daFd6vbPPadcTcodtzbttcha.bhcjb1dCb3-bmTjkC-8-JAzCpumD&aifp=v001&slist=sFlashDMSP/rassales/Secure_Video/fireplace_4_small_low`. The "Expires" field is set to 60 seconds.

**Easily upload, transcode, manage and publish media in any industry**

The screenshot shows the main interface of the Onstream Streaming Publisher. The left sidebar lists "Assets", "Folders", "Players", "RSS", "Report Templates", and "Reports". The main area displays a list of assets with columns for ID, Title, Size (KB), Type, Pub, and Create Date. Two assets are listed: "253 lg\_4\_medium\_medium.flv" and "250 lg\_4\_medium\_medium\_6448.flv". Below the list is an "Asset Properties" panel showing a thumbnail image of a person on a blue motorcycle.



# Onstream Streaming Publisher® Secure Streaming

## ***Streaming Publisher Advantages:***

**Easy** - Our web service allows you to simply publish secure video on your site

**Convenient** - One account does it all - no need for a separate secure service

**Simple - Folder-based security** allows you to create a secure folder and its contents are automatically secure

**Flexible** - You set the “time-to-live” for each asset individually

**Secure - CDN “token based” security will protect your assets from unauthorized sharing**

You are put in control of who looks at your files and for how long they can view them.

The system includes a user defined interval or time-to-live feature for each asset which is long enough to connect and initiate playback, but not long enough to support unauthorized redistribution. In this manner, users who attempt to discover and redistribute the underlying links to the content will be denied. In turn, this prevents users from unauthorized link syndication, re-linking and deep linking of secure content.

**One-click folder-level asset security** – The secure storage feature is folder based within Streaming Publisher and once you choose to secure a folder of assets, all files and sub-folders in that folder and its sub-folders are then secure. Any assets uploaded into a secure folder inherit the security attributes of that folder so you don't have to remember to secure each premium file.

All you have to do is place it into one of your secure folders and it is automatically protected from redistribution and unauthorized access.

## Deep-linking prevention —

Typical links to specific content are static and do not ever change, leaving them vulnerable to repeated viewing and link sharing with those that did not pay for access. With Secure Streaming, however, your content is given a time-restricted dynamic URL that is only useful for a specified timeframe and then is rendered useless. This gives you the peace of mind that your high-value assets are protected and will continue to generate revenue for you each and every time they are viewed.

## Automatic cache clear (on)

**content delivery server**) – This feature is a simple way for you to request that your secure content is automatically cleared from the content cache (temporary storage) of the content delivery network

(CDN) edge server. When you make the request, the CDN servers completely clear their cache of your published assets. This provides you with the ability to completely remove your sensitive content from the CDN, making it inaccessible to all viewers.

*If you have pay-per-view online content and want to insure payment, then you must have Streaming Publisher with Secure Streaming.*

To learn more about  
Onstream Media's Streaming  
Publisher Platform and  
Secure Streaming feature, or  
to obtain pricing information,  
please contact:  
**Onstream Media Sales**  
**1.866. 857.1960**  
**[info@onstreammedia.com](mailto:info@onstreammedia.com)**