

# Discover Digital implements Microsoft's digital content management solution

Discover Digital has successfully carried out the first adaptive bit rate live streaming test and has confirmed the implementation of Microsoft's digital content management solution in its offering. This follows the company's announcement of its first sports content acquisition last month.

Microsoft's PlayReady Digital Content Management (DCM) solution has been integrated into Discover Digital's transactional video on demand (TVOD) and subscription video on demand (SVOD) technology offering.



Photo via [Free Digital Photos](#)

## Protect premium content

Stephen Watson, co-founder and executive director, says that the company's decision to use only best-of-breed solutions is bearing fruit. "Microsoft PlayReady is used to manage and protect our content for OTT internet TV and for the content kiosk rental system we developed, which allows unconnected consumers to rent content on demand at convenient kiosks and download them onto a USB stick to watch on our set top box (STB)."

Rob McAuley, director of business development at Microsoft PlayReady, says that the solution is widely used to protect premium content services including Netflix, Sky Go and Ultraviolet. It has been recognised by Frost & Sullivan as the most widely trusted DRM technology platform system in the industry not only from a security point of view, but also in terms of functionality, scalability and reliability.

"We are excited to be working with Discover Digital and Digisoft.tv and welcome their innovative use of PlayReady Technology to open up new markets for TV services," comments McAuley.

## Developed by Digisoft.tv

Discover Digital's middleware was developed by Ireland's Digisoft.tv, a Microsoft PlayReady partner.

"The Monster Energy SuperGP Champions Trophy was broadcast live earlier this month with no reported glitches. We conducted low key tests with no promotion and surprisingly had more unique views than anticipated from no less than 15 countries watching the race," adds Watson.

"We are excited about the progress made, the design and build of our set-top box is complete and the necessary facilities for our head-end infrastructure and data centre have been acquired in Sandton, Johannesburg," he concludes.

For more, visit: <https://www.bizcommunity.com>