

Protecting Digital Content Rights & Revenue with Zimperium

Media Streaming, Desktop
Publishing & Streaming Device
Manufacturers



Challenge

Digital content providers, platforms, and device manufacturers face relentless attacks targeting content decryption keys, API secrets, and app integrity. Piracy, account hijacking, and unauthorized redistribution drive massive revenue losses and threaten licensing agreements. Hardware upgrades alone can't keep pace—robust, renewable, software-based defenses are now essential.

Common DRM Threats

- **Piracy & Illegal Redistribution**
Compromised devices and tools strip away DRM, enabling mass licensed content theft.
- **Credential & Key Theft**
Stolen API and decryption keys allow attackers to hijack sessions, scrape premium content, or unlock streams for resale.
- **App Tampering & Sandbox Bypass**
Hackers modify apps or firmware to break sandboxing and expose protected content across platforms.

Zimperium: End-to-End DRM Defense

App Protection Solutions for Key Use Cases

1

Video Streaming Apps

Problem: Streaming platforms are targeted by device compromise, stolen API keys, and intercepted decryption keys, enabling large-scale piracy and account hijacking.

Solution:

- **Detect & Block Compromised Devices** to stop piracy at the source.
- **Protect API Keys & Content Decryption** in transit and at rest.

Benefit: Preserves revenue and compliance, prevents piracy and unauthorized access, maintains user trust.



GLOBAL MOBILE THREAT REPORT

- Over **60%** of iOS and up to **34%** of Android apps lack basic code protection
- Nearly **60%** of iOS and **43%** of Android apps vulnerable to PII data leakage
- Over **50%** of customer mobile devices run outdated OS versions
- Over **60%** of top third-party components/SDKs ship precompiled, unscanned for security

2

E-Book Readers

Problem: DRM-removal utilities and plugins extract decryption keys, enabling easy conversion and illegal distribution of e-books.

Solution:

- **Obfuscate Algorithms & Keys** with renewable, hardware-agnostic software vaults.
- **Rapid Key Rotation** with simple app updates—no new hardware needed.

Benefit: Sustained protection against piracy, uninterrupted user access, and peace of mind for publishers.

3

Satellite & Cable Providers

Problem: Distributing secure video content across diverse platforms is costly, and vulnerable to app-level compromise.

Solution:

- **zKeyBox for Efficient Key Management** reduces hardware costs and works on legacy platforms.
- **zShield App Integrity** ensures keys are only delivered to untampered apps.

Benefit: Lower security infrastructure costs, protected content, secure delivery at scale.

4

Streaming Device Manufacturers

Problem: Device-level tampering can bypass sandboxing, exposing premium content even with isolated app environments.

Solution:

- **zKeyBox Secures Decryption Keys** at the software layer, withstanding device compromise.
- **zShield Enforces Sandbox Integrity**—no decryption or key access on compromised sandboxes.

Benefit: Deters piracy, protects brand reputation, and strengthens trust with content partners and consumers.



Business Outcomes Achieved

- **Protect Revenue Streams:** Stops piracy, account sharing, and content leakage before it occurs.
- **Reduce Security Costs:** Enables scalable, hardware-agnostic key management—no costly upgrades or infrastructure sprawl.
- **Maintain Compliance:** Demonstrates strong DRM controls for licensing partners and regulators.
- **Accelerate Innovation:** Allows secure, rapid rollout of new platforms and content channels.

About Zimperium

Zimperium is the global leader in mobile application security and DRM protection. Our AI-powered, software-based solutions safeguard digital content across millions of devices, ensuring your IP and revenue remain secure—no matter how attackers evolve.

Ready to empower your DRM strategy and protect your content revenue? Talk to Zimperium today.



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