

## ANEVIA Software now supports CMAF-CBCS content for Windows 10 and PlayReady 4.0 Clients

***The use of CBCS encryption across multiple streaming formats will lead to major savings in delivery costs***

Amsterdam IBC 2017. Anevia, leading OTT and IPTV software vendor providing innovative solutions for TV and Video delivery including live, near live, on demand and multiscreen announces the support of CBCS encryption in its NEA-LIVE and NEA-DVR software. .

In order to comply with increasing content protection requirements from content owners, operators have to support multiple encryption methods to address a wide panel of multiscreen devices.

Since the creation of OTT streaming protocols, half the formats used CTR (Counter) encryption (mainly with MS Smooth Streaming), while the other half relied on CBC (Cipher Block Chaining) encryption (mainly with HLS). This duality increases complexity in the HTTP streaming delivery infrastructure as it requires duplicating all videos with both CBC and CTR versions to address all screens. Which leads to high bandwidth costs and even higher storage costs on the content delivery networks.

The latest drafts of the protocols tend to simplify the streaming landscape as the major streaming formats converge towards a single encryption scheme: CBCS.

CBCS comes right on time, while CMAF (Common Media Application Format) combined with CENC (Common Encryption) become a widespread shared ground for all TV services.

In its latest software, Anevia has implemented the support of CBCS and successfully integrated it in an MPEG-DASH and Microsoft PlayReady environment.

*“Microsoft is committed to enabling premium content in Windows 10, Xbox and other media platforms through a PlayReady client, with ‘Common Media Application Format’ (CMAF, ISO/IEC 23001-7: ‘Common Encryption’, ISO/IEC 23000-19) support.”, said Rob McAuley, Director - PlayReady Business Development. He adds “ Support for AES-CBCS content is important to allow and leverage the full potential of CMAF. We are thrilled to have Anevia as a lead partner and part of the ecosystem that supports CMAF AES-CBCS content that will play in Windows 10 and PlayReady 4.0 Clients”.*

*“Anevia is proud to announce this latest addition to its NEA-LIVE and NEA-DVR products. It will greatly help our customers in their migration to higher security requirements for the support of premium content such as UHD and 4K” says Damien Lucas, CTO and co-founder at Anevia. “We are very happy to keep innovating on our leading TV delivery solution and strengthen our partnership with Microsoft”.*

# PRESS RELEASE

GENTILLY,  
09/18/2017



## About ANEVIA

Anevia is a leading OTT and IPTV software vendor for the delivery of live TV, near live and video-on-demand. Anevia was founded in 2003 by the developers of the well-known VLC media-player, and has pioneered cloud DVR and multiscreen solutions.

Anevia's mission is to provide innovative technologies enabling viewers to watch next-generation TV wherever, whenever and on every screen. Anevia software and solutions have been successfully adopted by TV broadcasters, telecommunication and PayTV operators, Video service providers, and many private and public companies. Anevia is headquartered in France, with regional offices in the USA and Dubai. The company is listed on the Alternext Paris NYSE Euronext. [www.anevia.com](http://www.anevia.com)

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