



# Arxan Application Protection for Digital Media

## Protect your assets

### Digital Media: Your Content is Being Pirated, Your IP is Being Stolen

As digital media applications and content continue to undergo explosive global distribution across multiple platforms, they are increasingly vulnerable to software attacks throughout the digital media lifecycle. More specifically, Hackers readily tamper with and compromise the robustness rules of Digital Rights Management (DRM) standards, as well as the underlying digital assets. Tamper resistance for robustness rules compliance and protection for underlying intellectual property (IP) have become core requirements for digital media owners and broadcasters.

## Top Digital Media Application Risks You Must Defend

- **Cryptographic Key Theft:** Cryptographic keys are typically the first targets to be attacked when it comes to digital media files. If hackers can locate keys in the code or memory, they can completely circumvent or remove the security features, decrypt the encrypted content and steal it.
- **Decrypted Content Theft:** Decrypted content can be stolen from the player as the player decrypts it. This is typically achieved through memory scraping, grabbing buffers, and other attacks.
- **Reverse-Engineering and Tampering:** Digital media files can be reverse-engineered to unravel proprietary algorithms, such as watermarking. In addition, media platforms can be reverse-engineered and tampered with in order to spoof authentication, disable or bypass security controls, and unlock subsidized devices such as media gateways or high-end gaming platforms.

# Arxan Protects Digital Media so Content, IP, and Brand Reputation are Assured

Arxan is the trusted leader in digital media application attack-prevention and self-protection. Arxan's solution empowers digital media providers to stop the theft and counterfeiting of songs, videos, clips and content. By using code protection that delivers content to end user devices, and delivering a secure player with a given DRM system, Arxan keeps your media safe. Arxan:



- Strengthens DRM protection and ensures Robustness Rules are satisfied
- Reduces IP theft by preventing reverse-engineering and tampering and making cryptographic keys undetectable

## Why Choose Arxan? Your Reputation is Everything.

Digital Media customers appreciate the technical and business value our application protection delivers.

- **Security Strength:** multi-layer guard network delivers the most advanced application protection
- **Maturity:** we are protecting apps running on more than 500 million devices
- **Simplicity and Customizability:** integration is easy and security protection maps to your specific requirements
- **Service and Support:** world-class support from experts who are available when you need them
- **Trust and Stability:** financially strong company backed by top tier private equity firm; customers represent some of the world's leading brands

### Arxan Automated Application Protection



#### DEFEND

Against reverse engineering, tampering and any manner of theft



#### DETECT

An attempted attack on the application code, or on another Guard



#### DETER

Attacks by safely exiting or silently deleting illegal assets or stealthily reporting back forensics information to a command center