

# Inside Secure CHOSEN BY LEADING FRENCH TELECOM OPERATOR SFR FOR MOBILE DEVICE CONTENT PROTECTION

calendar\_today Feb 11, 2015

## SFR Selects INSIDE's Downloadable DRM Fusion product to protect premium content delivered to popular mobile devices

**AIX-EN-PROVENCE, France, February 12, 2015** – Inside Secure (Euronext Paris: INSD), a leader in embedded security solutions for mobile and connected devices, today announced that French telecom operator leader SFR has signed a license to use Inside Secure's downloadable DRM Fusion™ Agent software to protect the delivery of premium content for a new over-the-top subscription video on-demand service in France.

SFR unit is embedding the DRM Fusion Agent software into the SFR TV mobile apps being developed for its streaming SVOD, Catch-up TV, and Live TV services. This will enable TV, movies, sporting events and other premium content to be delivered securely to a variety of Android and iOS smartphones, tablets and other devices.

Philippe Caloud, Head of Apps development and Mobile Devices engineering team of SFR stated: "With the proliferation of rich media smartphones, tablets and other mobile devices, people increasingly expect to have easy and convenient access to their favorite TV shows, movies, games and premium content wherever they are, and pioneering companies like SFR are the enablers of these innovative of mobile services", Mr Caloud added: "SFR is leading the market in creating exciting new digital worlds for consumers, and we are committed to providing our subscribers with the most technically advanced telephone, mobile, internet and IPTV services, including our SFR TV multi-screen service, which allows subscribers to view their content everywhere they want. We selected INSIDE's downloadable DRM Fusion Agent for our applications because it is a well-known and trusted mobile DRM solution recognized by all the major premium content providers for its ability to provide the highest level of protection needed for secure mobile content delivery."

Industry leaders such as BBC, HBO, NTT, Orange, Sky already use Inside Secure's downloadable DRM Fusion Agent software to protect billions of premium content playbacks on Android, Apple iOS and BlackBerry 10-based devices and provide anytime, anywhere viewing. More than 80 million apps protected by Inside Secure's DRM Fusion Agent have already been downloaded by consumers worldwide, and Inside Secure's market-leading software continues to protect billions of premium content playbacks every day.

SFR's TV application enables subscribers to enjoy most of their services wherever they are and through whichever mobile operator they use. This includes access to 190 live TV channels, 28 on-demand TV channels (Replay), access to more than 8,000 films, documentaries and series offered through video on demand (including download to go feature), over 3G, 4G and Wi-Fi services.

For more information on SFR's new services, you can follow the below links:

SFR TV on iOS -

<https://itunes.apple.com/fr/app/sfr-tv/id309187846?mt=8>

SFR TV on Android -

[https://play.google.com/store/apps/details?id=com.sfr.android.mobiletv&hl=fr\\_FR](https://play.google.com/store/apps/details?id=com.sfr.android.mobiletv&hl=fr_FR)

"Our downloadable DRM Fusion Agent product is the gold standard of the industry, and we are pleased to have SFR join the global community of service and content providers who rely on it to securely deliver premium content as part of their exciting new mobile services," said Martin Bergenwall, Executive Vice President of the Mobile Security Division of Inside Secure. "

### More about Inside Secure's Downloadable DRM Fusion Agent software:

Inside Secure's downloadable DRM Fusion Agent software allows operators to distribute protected high-value content in a single, uniform and secure way to all supported platforms and devices. Operators can more quickly deploy secure content services and support a variety of business models, including ad-supported and pre-paid services, dramatically reducing DRM implementation costs and time to market. It also enables media companies and high-value content providers to more quickly achieve revenue from service deployment by eliminating the dependence on mobile phone and device manufacturers to embed DRM protection.

For more information about Inside Secure's Downloadable DRM Fusion products, please visit:

[DRM Fusion Agent for Downloadable Deployment](#)

[DRM Fusion™ Server](#)

[DRM Fusion™ Agent for Embedded Development](#)

### About Numericable-SFR – [numericable-sfr.com](http://numericable-sfr.com)

Created when Numericable Group acquired SFR, Numericable-SFR leverages France's number one fiber optic network and a best-in-class mobile network to build the national leader of convergent fixed & mobile very high speed broadband.

Numericable-SFR can rely on two powerful, highly compatible proprietary networks. Through massive investment, the group aims to deliver the best quality superfast broadband to local communities, through its fiber and 4G networks.

A full-service operator, Numericable-SFR enjoys strong positions in every segment of the French telecom market – consumers, businesses, local government and wholesale. Thanks to its complementary brands, the group offers multiplay packages including Internet access, fixed and mobile telephony, and content services. Numericable-SFR has 28 million customers – including 6.3 million multiplay subscribers. In the consumer segment, it operates through the Numericable, SFR and Virgin Mobile brands. In the B2B segment, the SFR Business Team, Completel and Telindus serve more than 170,000 businesses.

Numericable-SFR has 11,800 employees, who generated pro forma revenues of almost €11.5 billion in 2013. Numericable-SFR is 60% owned by Altice, 20% by Vivendi and is listed on Euronext Paris (NUM).

### About Inside Secure

Inside Secure (Euronext Paris FR0010291245 – INSD) provides comprehensive embedded security solutions. World-leading companies rely on Inside Secure's mobile security and secure transaction offerings to protect critical assets including connected devices, content, services, identity and transactions. Unmatched security expertise combined with a comprehensive range of IP, semiconductors, software and associated services gives Inside Secure customers a single source for advanced solutions and superior investment protection.

For more information, visit <http://www.insideseure.com>

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