

## **TV 2's requirements for territorial restrictions and digital rights management (DRM) in relation to sale of VOD-rights**

Any access to the Content shall be restricted to the territory covered by the distribution agreement. With respect to each transmission of the Content, best industry geo-restriction and DRM practices shall be employed to ensure that the Content is not delivered outside the territory covered by the distribution agreement, and that it is not possible for users to copy the Content in any way.

### **GEO-restriction**

The Content should be protected by geo-filtering technology to ensure that the Content is managed in accordance with the rights licensed and receivable only in the territory licensed.

This means that the service providing the Content to the user, must employ a system of security measures at least as protective as the current industry standard in the territory which shall be no less protective than that provided for any other Content on the service.

### **DRM**

The Content should be protected by digital rights management (DRM) technology to ensure that the Content is managed in accordance with the rights licensed and prevent unauthorized access, distribution and duplication of the Content.

This means that the service providing the Content to the user, must employ a system of security measures to ensure that the Content is encoded and encrypted using technologies that are at least as protective as the then current industry standard in the territory and are no less protective than those provided for any other Content on the service on which the Content is made available.

Should TV 2 find the requirements not being implemented so that users can either watch Content outside the territory licensed or gain unauthorized access – the Content will have to be removed from the service until requirements are fulfilled.

The territorial restrictions must be clearly stated in the end-user terms of the service.

On request, the service provider shall make a log-in to the service available to TV 2 for control of compliance with the above requirements.

April 2017