OVERVIEW

Videos uploaded by entrants are secured in such a way that they are only playable from within the BAFTA viewing portal. Any attempt to embed the video on another website by using the BAFTA player or any another video player will be denied by the digital rights management policy. These checks are performed every time an end user attempts to play the video.

Additionally, the video content will expire once the Awards ceremony into which it was entered has taken place, rendering it unplayable from that date.

The digital rights management policy is encrypted using Microsoft's technology 'PlayReady'. You can learn more from Microsoft's website here: http://www.microsoft.com/PlayReady/FAQ.mspx

DETAILED PROCESS INFORMATION

Streamed Content
When the video is first uploaded, an identifier and a licence are burnt into the content, and the content is encrypted in such a way that playback is impossible without the licence server allowing it.

When the video player page is loaded in the BAFTA Viewing Portal, the page generates a time limited token. This is generated using a secret code that only the web server and rights manager are aware of.

When a video is requested for playback, the BAFTA video player on the page will pass the token and unique identifier to the licence server for checking. The licence server passes this data to a BAFTA specific rights manager. This manager checks that the token is valid (thus ensuring the content being requested is being played in the BAFTA player and on the BAFTA Viewing Portal website). It then checks that the identifier exists, and that the expiry date has not passed. If any of the checks fail, it will return a response to the player denying playback. If all the checks pass, it will pass the necessary information to the player to allow it to decrypt the content and play it. The licence the server passes back is a single play licence, so every time a user requests the video the player must go through the process again.

Downloadable Content
When the video is first ingested, a unique identifier is burnt into the content, and the content is encrypted in such a way that playback is impossible without the licence server allowing it.

When the video player page is loaded with a video, the page generates a time limited token. This is generated using a secret code that only the web server and rights manager are aware of.

When a video is requested for download, the component on the player page that initiates the download begins a licence request to the licence server, using the token and unique identifier. The licence server passes this data to a BAFTA specific rights manager. This manager checks that the token is valid (thus ensuring the content being requested is being requested from the BAFTA Viewing Portal website). It then checks the unique identifier, and that the expiry date has not passed. If any of the checks fail, it will return a response denying playback. If all the checks pass, it will pass the necessary information to the player to allow it to decrypt the content and play it. The licence it sends back will have an absolute expiry date on it, after which the content cannot be replayed again. This expiry

date can be set by the entrant on upload of their content, but if not specified, will default to after the ceremony date for which the content has been entered.

This licence is then written to the user's licence store, and the video is downloaded to their machine. When the user plays the video on their machine using any player capable of playing protected windows media video (e.g. Windows Media Player or our out-of-browser Silverlight player), the video will play if the licence is still in-date. If the date of the licence has passed, the video file will become unplayable.

If the user returns to the website, they will not be offered the option to download that video again.