

# Adobe® Pass FAQ

The Adobe Pass service takes TV Everywhere from concept to reality.

## **What is TV Everywhere?**

The industry movement known as TV Everywhere enables pay TV customers to access the premium content they already subscribe to on a variety of Internet-connected devices, including personal computers, tablets, and smartphones. The challenge of this initiative is to make the authentication process as simple and painless as possible, allowing customers to smoothly access their subscription content without prohibitive barriers and multiple logins.

## **What is Adobe Pass, and how does it relate to TV Everywhere?**

Adobe Pass takes TV Everywhere from concept to reality by smoothly verifying a user's entitlement to content in a manner that is both simple and more secure. Adobe Pass is a hosted service that allows rapid back-end integration based on the business rules required by both programmers and pay TV providers. This means a quick time to market for content owners and pay TV providers, a more secure environment to prevent fraud, and a superior customer experience, with more TV content available to more people across more platforms.

## **How is Adobe Pass offered/delivered?**

Adobe Pass is offered via the Software as a Service (SaaS) model and enables more secure communication to take place between end users, programmers (content owners), and pay TV providers in order to validate entitlement to content. The core components of the service include the client side Access Enabler and the hosted Adobe Pass Server. The Access Enabler is a small SWF or JavaScript file that is loaded into a programmer's web page or player. It can communicate with the Adobe Pass Server, which in turn has connections built into the authentication systems of various pay TV providers. The Adobe Pass service is offered direct by Adobe or from certified enablement partners such as Brightcove or Limelight Networks.

## **How is Adobe Pass different from other TV Everywhere solutions?**

Adobe Pass has distinct benefits over alternative TV Everywhere solutions. Direct integrations with individual providers do not provide the flexibility of a single, persistent login as users travel from site to site across the Internet. The easy one-time integration of Adobe Pass for both content owners and pay TV distributors covers all participating providers—there's no need to create custom solutions. Adobe Pass also has the unique advantage of providing more secure device binding without requiring any downloads, as long as the latest version of the Adobe Flash® Player runtime is present. Other third-party approaches require additional downloads or are subject to browser limitations.

## **Is Flash Player required?**

Adobe Flash Player 10.1 or later is required for the strictest device binding security. However, Adobe Pass for TV Everywhere is player and platform agnostic, integrating with any playback application, including Silverlight and HTML5. Additionally, Adobe Pass supports devices where Flash Player is not yet available via HTML5.

## **What devices does Adobe Pass support?**

Adobe Pass is supported by virtually any device with the HTML5 web kit for in-browser viewing experiences. Additionally, Adobe Pass will be rolling out support for device-specific applications throughout 2011, including Android®, iOS, and Adobe Air® applications.

## **How much does Adobe Pass for TV Everywhere cost for end users?**

There is no additional cost to end users for use of Adobe Pass.

**Where can I experience Adobe Pass for TV Everywhere in action?**

Adobe Pass is currently live for all Verizon, Dish Network, Comcast, and Cox customers working with select programmers, and work is in progress to help ensure the majority of U.S. pay TV households are covered by summer 2011. Programmers working with Adobe Pass include Turner Broadcasting System, Inc. and MTV Networks with many others going live in the coming months. Sites powered by Adobe Pass include: [www.tbs.com/tveverywhere](http://www.tbs.com/tveverywhere), [www.tnt.tv/tveverywhere](http://www.tnt.tv/tveverywhere), and [www.mtv.com/tve](http://www.mtv.com/tve).

**How can I get more information on Adobe Pass for TV Everywhere?**

For more information, visit the Adobe Pass product page at [www.adobe.com/go/adobepass](http://www.adobe.com/go/adobepass).

**For more information**

Product details: [www.adobe.com/go/adobepass](http://www.adobe.com/go/adobepass)

Request information on Adobe Pass: [www.adobe.com/go/adobepass\\_rfi](http://www.adobe.com/go/adobepass_rfi)

