

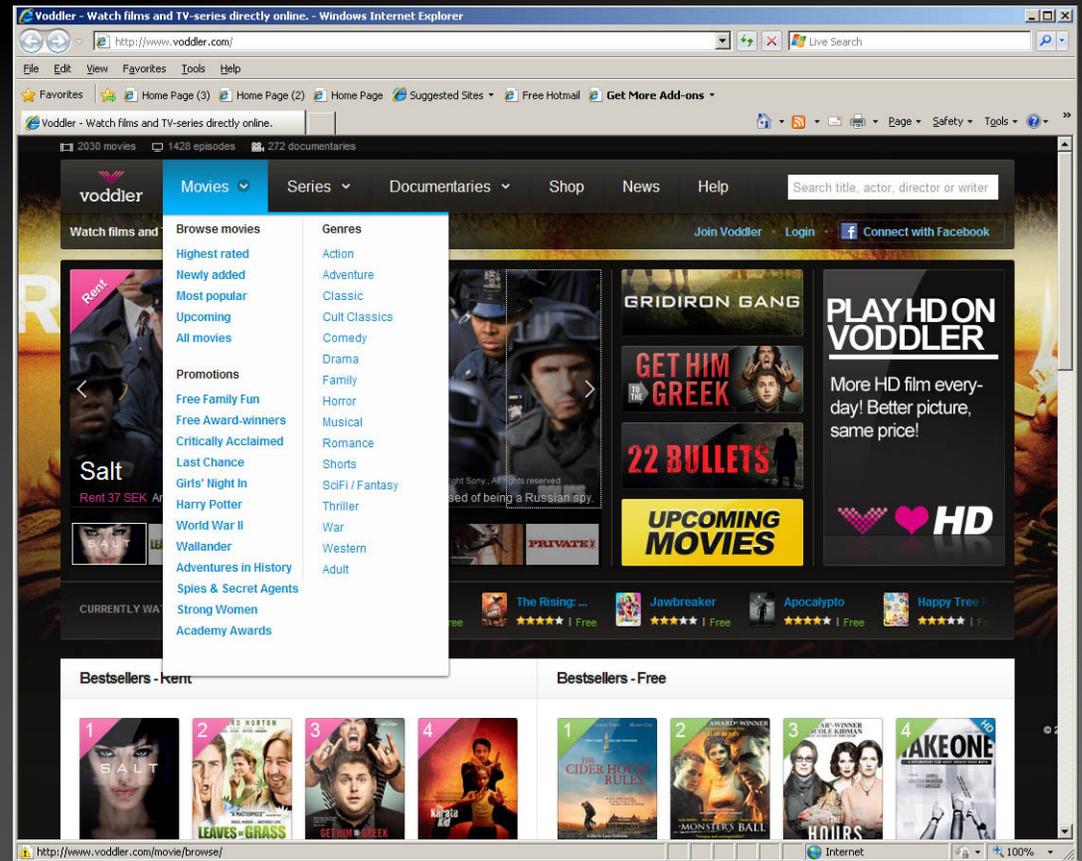


Adobe

Voddler

Streaming video-on-demand (VOD) service

Adobe® Flash® Access® and Adobe AIR®



Online streaming, Scandinavian style

Like Skype for online video and Spotify for online music, online video service Voddler has emerged and is taking Scandinavia's video entertainment industry by storm. In 2010, almost 850,000 "voddlerites" watched over five million pay-per-view and free advertising-funded titles—from films and documentaries to TV series—from the world's leading entertainment groups.

"80% of our video catalog is free. 20% is pay-per-view, with new titles that you'd only expect to find in your local DVD store otherwise. Only difference is that it's streamed directly to your computer," explains Anders Sjöman, vice president of communications for Voddler.

In the video-on-demand business, two sides of the equation loom large. Consumers need a fast, intuitive, and fun interface. Content partners—for Voddler, companies like Walt Disney, Paramount, and Sony Pictures—need to monetize and protect their content. To meet both aims, Voddler chose the Adobe Flash Platform, including the Adobe AIR runtime, as the basis for the Voddler Player and Adobe Flash Access software for content protection and monetization.





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Anders Sjöman, Vice president of communications, Voddler

"For both free and pay-per-view options, we have to reassure our partners that their content is properly monetized," says Sjöman. "Adobe Flash Access helps safeguard our growing catalog of 3,300 titles and supports a variety of business models."

Voddler applies digital rights to content using Adobe Flash Access. The secured content is then published to the company's peer-to-peer network, which delivers the video stream to the user's Voddler Player, based on Adobe AIR. The Voddler Player communicates back via the Internet to the Adobe Flash Access server hosted by Voddler to authorize secure playback according to the appropriate business rules.

"For consumers, our player based on Adobe AIR offers intuitive operation and fast video performance," says Jerker Nord, team leader and software developer, Voddler Player. "On the content provider side, Adobe Flash Access is easy to deploy and use and provides robust, reliable content protection to help ensure content monetization."

For Voddler, the future includes delivery on mobile devices, easier video-sharing on the world's most popular social networking sites, and launching the service in new geographical markets. So stay tuned: the Scandinavian video experts at Voddler are full of good surprises—all backed by Adobe's best online video technologies.



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