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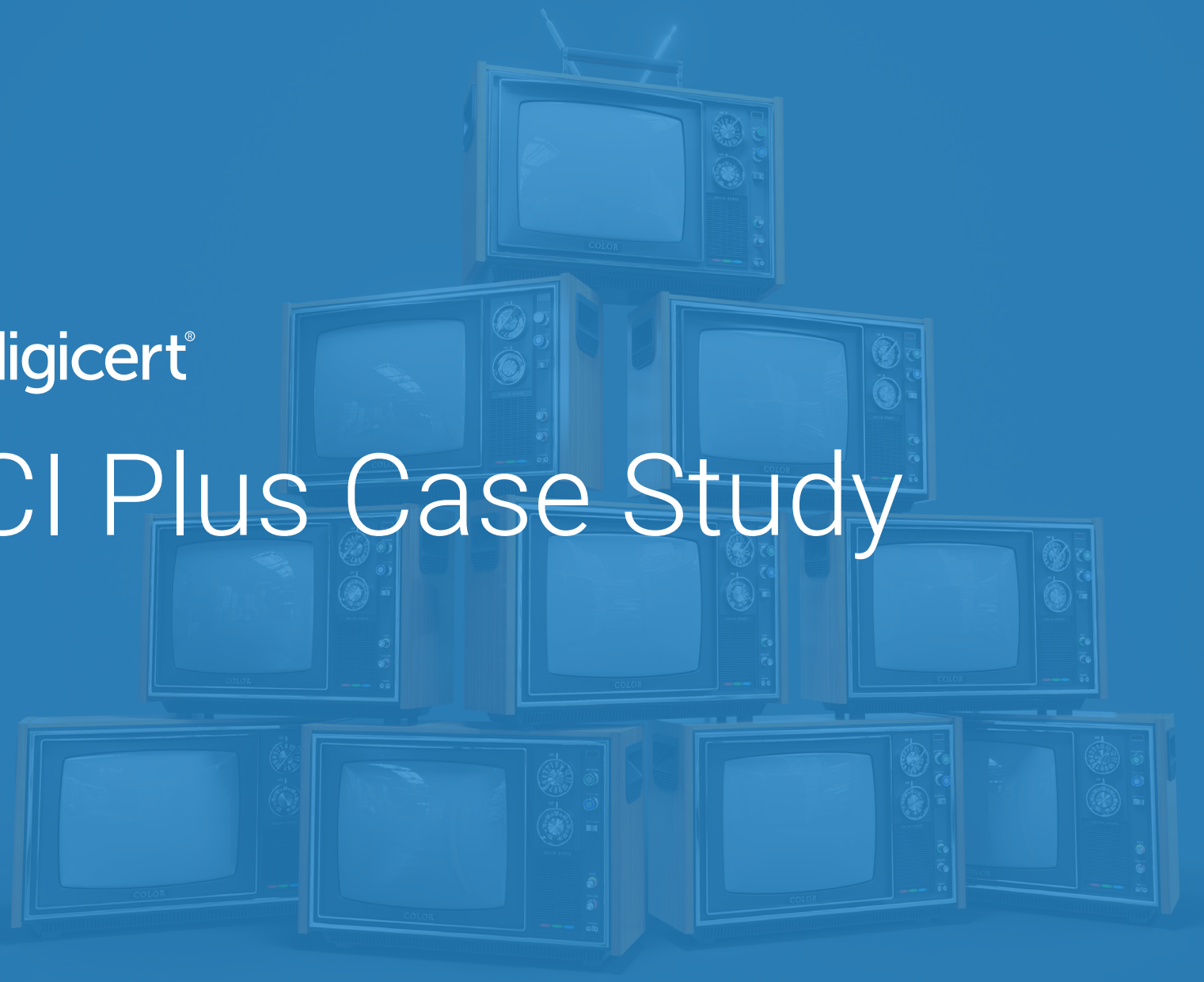
CI Plus Case Study



Summary

CI Plus enable a horizontal market for broadcast pay TV services in Europe.

CI Plus LLP needed a partner able to provide trusted security certificates for more than 750,000,000 and counting TVs across 37 countries.

They chose DigiCert.

Keeping bad actors out of European television

If only we could prevent bad acting

How do you secure a T.V.?

Televisions are ubiquitous. In Europe, over 260 million households own at least one, accounting for more than 95% of the population. And yet very few owners think about security when they reach for the remote.

With the advent of pay-TV, broadcasters and Pay TV operators realized they needed a method to protect both their own content and their viewer's data—and that it had to be built into the device.

With so many televisions from so many different manufacturers, the only practical approach was to standardize the technology. In 2002, the European Commission (Directive 2002/22/EC) mandated the use of DVB CI v1 standard (Digital video broadcasting common interface, version 1) in all televisions sold across Europe.

It worked great. Until it didn't.

CI Plus—defining a higher standard for HD TV

By the early 2000's, new features like HD programming, DVRs and internet-connected set-top boxes were quickly becoming the norm.

The problem? DVB CI v1 couldn't support any of the new technologies. Even worse, it only offered one-sided encryption, which means data sent back from the conditional access module was unprotected.

In 2007, Neotion, Panasonic, Phillips, Samsung, SmarDTV and Sony created the CI Plus forum to address the issue. The new standard they developed, Common Interface Plus (or, CI Plus) was fully compatible with next-gen technology and programming—and it was much, much more secure.

Unlike its predecessor, CI Plus provided built-in, end-to-end encryption through the use of conditional access modules (CAM) with a certificate-embedded TV. This gave broadcasters a simple, low-cost, and highly reliable method to authenticate the end user and keep data secure.

Trust in every home

CI Plus was designed to become the new standard for all Europeans, and security certificates were the core of the technology. That meant CI Plus needed to find a partner with the infrastructure—and experience—to issue and maintain certificates on a massive scale.

Even more importantly, they needed to be absolutely certain that the certificates they'd be placing in virtually every home on the continent were issued by an authority with an untarnished record of maintaining the highest level of trust.

They chose DigiCert.

95%

of Europeans own a television. 100% are secured by DigiCert.

digicert®

750 000 000

AND COUNTING

CI Plus—defining a higher standard for HD TV

Today, DigiCert certificates are trusted in 750,000,000 and counting televisions, from 110 manufacturers and more than 100 pay-TV providers, across 37 countries. We're helping CI Plus, LLC maintain a cost-effective, reliable standard that gives every viewer in Europe more flexible, functional and secure access to programming.

Protecting every program—whether you think about it or not.

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