

# DRM NETWORKS CONTENT PROTECTION

QUICK START GUIDE TO USING CONTENT PROTECTION WITH YOUR SITE

## WELCOME!

This guide will help you get started with EC Suite's DRM Networks Content Protection. While this guide will not cover every aspect of the system, it will give you an overview of the necessary features that will get your content protection running. If you need more information on any topics covered in this guide, please refer to the **More Information** section located at the end of this guide.

## DRM NETWORKS CONTENT PROTECTION

DRM Networks Content Protection is used to “lock” your content to prevent consumers from using it in a manner that you deem inappropriate. You will use the DRM Networks interface to create a set of rules for your content and encode your content using those rules. You may want to restrict how many times the consumer can view the content with one license. You may want to prevent them from burning it to a CD. You could offer the content for free and just collect an email address. These settings can be customized and combined in many different ways to create the level of protection that you desire.

## BEFORE YOU BEGIN

If you wish to encode your content yourself, make sure that the system that you are using meets the System Requirements. While both EC Suite and Microsoft Windows Media Encoder will work in many different environments, the following things are necessary for the system to run smoothly:

- The latest version of the Java™ Virtual Machine ([www.java.com/getjava](http://www.java.com/getjava))
- Microsoft® Internet Explorer or Mozilla Firefox® ([www.microsoft.com/windows/internet-explorer/default.aspx](http://www.microsoft.com/windows/internet-explorer/default.aspx); [www.mozilla.com/en-US/firefox/](http://www.mozilla.com/en-US/firefox/))
- Microsoft® Windows Media Encoder 9 Series (or higher) ([www.microsoft.com/windows/windowsmedia/forpros/encoder/default.mspix](http://www.microsoft.com/windows/windowsmedia/forpros/encoder/default.mspix))
- Windows Media® Player (7.1 or higher); ([www.microsoft.com/windows/windowsmedia/default.mspix](http://www.microsoft.com/windows/windowsmedia/default.mspix))
- Your EC Suite User Name and Password

## LOGGING IN

To log in to EC Suite Admin Portal you will need your EC Suite **Username** and **Password**. If you have not received these items yet, please contact our Client Support department.

To log in, open your Internet browser and navigate to <https://admin.ecsuite.com>. Enter your **Username** and **Password** in the appropriate boxes and click the **Sign In** link.

## CREATE A SKIN

The first step to protecting your content is to create what we call a **Skin**. Essentially, this **Skin** determines how your **License Acquisition Window** (or **LAW**) will appear to consumers as they attempt to view your content. Creating a **Skin** is easy:

1. From the **License Manager** menu, choose **Licenser Skins**.
2. Enter a unique **Skin Name** under **Licenser Skin** (remember to be descriptive; you will want to be able to tell it apart from others later).
3. Enter the **Display URL** in full format (*http://www.mydomain.com*).
4. Enter custom messages in the **Initial**, **Success**, and **Failure** fields, if necessary.
5. If desired, edit the Colors section to suit your needs. To choose visually, click the field title (ex. "Page Background") to view the Color Picker (if you know the hex symbols for the colors that you want you may enter them in the boxes).
6. Click **Preview Skin** to review the skin.
7. Click **Save Changes** to save your new skin.

## CREATE AN SKU

Now that you have a visual for consumers to view when acquiring a license for your content, you need to set up a **SKU**, or **Stock Keeping Unit**, for your content. The **SKU** defines the rights and rules used to access your content. Examples include the ability to burn your content to a CD or DVD, how many times the consumer can access the content with the license, and what information you wish to collect during license issuance.

## TO CREATE AN SKU:

1. From the **License Manager** menu, choose **SKU Setup**.
2. Under **SKU Settings** enter a descriptive **SKU Name**.



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The SKU ID field will be populated by the DRM Networks system. This field cannot be edited.

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3. From the **SKU Type** drop-down menu select which SKU type you wish to use:
  - **Advertisement**. Used to show a commercial or banner advertisement during the license issue process.
  - **Email Collection**. Releases and promotes content while collecting email addresses from consumers.
  - **Registration Prompt**. Prompts the user to register before viewing media.
  - **Silent**. Gives a license without showing the LAW or collecting information.
  - **Subscription**. Allows users to download a media collection for a fee, clients determine time frames and other criteria for use.
  - **Credit Wallet**. Allows consumers to use credits to purchase media. Credit value is determined by client.
  - **Payment**. Requires consumers to pay for content prior to use.
  - **Pay-Per-View**. Requires consumers to pay for each viewing, or a few views/hours, and other options.
  - **Download to Own**. Allows for full-use or restricted use as well as for device synchronization and CD burning restrictions.
4. Select the **Skin** to associate the SKU to from the drop-down menu.
5. Each SKU type requires additional input that is different from the others. Complete the available fields in the **License Settings** and **GeoIP** sections according to your content protection needs.

6. Click **Save Changes**.

## ENCODE CONTENT

After the **Skin** and **SKU** are set up you can begin to encrypt your content. There are two encoding methods available to you. When using the **Windows Media Encoder** method you will do the encoding yourself. If you choose the **License Manager > Packager Access** method the encoding is done by EC Suite.

### WINDOWS MEDIA ENCODER

EC Suite DRM Networks® uses the **Microsoft® Windows Media Encoder 9 Series** or higher to encrypt content. There are six steps to encoding your content, all performed inside of **Windows Media Encoder**:

1. **Setting up a Session:** In this step you will determine which file you want to encode, what you want the file name to be after encoding, the quality of the output, and other essential settings for encoding.
2. **Setting up a Provider Profile:** Here you are telling the **Windows® Media Encoder** who your digital rights management provider is (DRM Networks®) and how to get to the encoder on the DRM Networks® servers (<https://encoder.ecsuite.com>).
3. **Generating a Provider Profile:** In this step you actually log into the DRM Networks® server through **Windows® Media Encoder**, choose the SKU that you want to use for the file, and set up a password for the DRM profile.
4. **Importing the DRM Profile:** Integrates the profile that you set up in step three with the media encoder and generates a unique **Key ID** for the content that you are about to encode.
5. **Encoding the Content:** This is where the file is actually encoded with the **Key ID** that is generated within **Windows Media Encoder**, and information is placed in the file that will direct any consumers attempting to access the media to the skinned **SKU** that you assigned the file. A file name is associated at this point and DRM Networks® will, after this step, have the media listed in the **License Manager** area of the Admin Portal system.
6. **Testing the SKU:** During this process you will attempt to play the file and acquire a license just as a consumer would to ensure that the encoding process was successful.



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Make certain that you delete and re-generate a new **Key ID** before you convert a new file. If you encode all of your files with the same **Key ID**, they will all be accessible with the same license. Only webmasters with a subscription-type member's area should encode all content with the same **Key ID**.

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For step-by-step directions on encoding content these resources are available to you:

- **Online Help:** <http://help.ecsuite.com>
- [Encoding Content Resource Guide](#)

### PACKAGER ACCESS

An alternate encoding option, called **Packager Access**, exists that allows you to simply FTP your content to us and let us do the encoding for you. **Note:** *You must contact client support to enable this feature prior to beginning the process.* Once enabled, to use this feature:

1. Select the **License Manager** menu, then choose **Packager Access**.
2. **Enable Packager Access** on the account if the option is available.
3. Set up directories in the **Directory Management** area, associating an SKU with each directory.
4. Follow the FTP directions given to upload content to our site.

When the content has been encoded you will need to download it, then host the content like you would have had you completed the encoding on your own.

## BUILD YOUR SITE

Now that your content is packaged, you are ready to start building your site. You can feel free to take all the time that you need with this portion of the process. When the site is ready, you should log into the Admin Portal and let us know that you are ready for review. The review process ensures that your site meets the billing standards that are required by the credit card companies as well as to make certain that your site meets the requirements set forth in the **Terms and Conditions** and **Acceptable Use** policies.

To submit your site for review, log in to the Admin Portal and go to the **Account Info** menu. Choose **Account Admin** and then click the **Ready for Review** link on the left. We will attempt to review your site within 72 hours, and if approved we will install the billing system to your site at this time.

## SET UP BILLING

Once your site is approved and the billing system is set up you can begin setting up your basic billing functions. The Admin Portal contains all of the tools that you need to administer the payment processing for your web content when using EC Suite as your payment processor. There are three basic steps to setting up billing:

- **Set up Forms:** The **Form Admin** allows you to customize the billing page that consumers see during the purchase process. To access the **Form Admin**, navigate to **Account Info > Account Admin**, then choose **Form Admin** on the left.
- **Pricing Admin:** The **Pricing Admin** (also located in the **Account Admin** area) allows you to administer the way that you charge consumers for your content.

After these options have been set up, you can test the billing system by creating a test user in the **Account Info > Account Admin > Transaction Test Settings** area. A list of test credit card numbers for you to use is available in the help documentation for **EC Suite**.

## TRACK YOUR CONTENT

For analysis and tracking purposes, **EC Suite** has comprehensive reports that allow you to determine when and how your licenses are issued, the popularity of your content, how consumers use your content, retrieve email addresses collected, and other report functions. You can even download the data to your own computer to track in **Microsoft® Excel**. These reports can all be accessed from the **Reports** menu in the EC Suite Admin Portal.

## TRACK YOUR TRANSACTIONS

The **Reports** menu provides you with a diverse selection of reports to help you with keeping track of your transactions. The menu options in the **Reports** section include:

- **Accounting:** Provides an overview of your account including **Check Amounts**, hold-backs, and fees.
- **Analysis:** Provides detailed information regarding **Conversions**, **Growth Rate**, **Declines** and their reasons, and **Scheduled Re-bills**.
- **Members:** Provides detailed information about **Cancellations**, **Active Members**, and expired subscriptions.
- **Promotions:** Provides information regarding chargebacks, refunds, voided transactions, cancel discounts viewed and accepted or declined, incoming transactions, and outgoing transactions.
- **Transactions:** Provides detailed information about credit card transactions, form hits, declines, chargebacks, refunds, and voided transactions.
- **Content Usage:** Provides detailed information about usage of your DRM items.

All of the reports can be filtered to suit your needs and for ease of viewing. You also have the option to download the reports to use with **Microsoft® Excel**.

## OTHER SERVICES

EC Suite offers a full range of tools for e-commerce including Hosting, Streaming, CDN, and Affiliate Marketing.

If you are interested in adding any of these services to your account, please contact your sales representative by emailing [sales@ecsuite.com](mailto:sales@ecsuite.com).

## MORE INFORMATION

Of course, there is a lot more to the **EC Suite Admin Portal** than you see here. There are new tools, like the **CT Tool** and the **License Restoration** tool, links to client forms, and several other features designed to enhance your experience as an EC Suite client and help you grow your business. For more in-depth information about using the EC Suite Admin Portal, view the following:

- **[Client Support Center](#):** The **Client Support Center** contains links to all of the latest information about EC Suite products and services.
- **[Client Knowledge Base](#):** The Client Support Knowledge Base has answers to your questions in an easily searchable format. The articles are updated frequently, so be sure to check back any time you have a question!
- **[EC Suite Help](#):** Everything included in the User's Manual can also be found in an easily searchable online system. From within the Admin Portal, click on any question mark (?) icon to view help for the area that you are currently using, or click on **Help** from the **Support** menu.
- **Client Support:** Our client support representatives are available 24-hours a day, 7 days a week to assist you with any questions that you may have. They can be reached by phone at 1.888.467.0253, or by email at [clientsupport@ecsuite.com](mailto:clientsupport@ecsuite.com).
- **Microsoft® Windows Media Encoder** help is available at <http://www.microsoft.com/windows/windowsmedia/forpros/encoder/faq.aspx>.