

INTEGRAL ARTISTS CASE STUDY

Integral Artists uses Vitrium Security with Video to protect their valuable intellectual property (IP) and prevent their confidential videos from being copied or shared. With Vitrium, Integral Artists ensures that videos of their projects are kept secured and are not illegally shared.

ORGANIZATION:

Integral Artists

INDUSTRY:

Film & Entertainment

VITRIUM CUSTOMER SINCE:

2022



Company Overview

Integral Artists is a full service talent management company based in Los Angeles, California, USA, that represents actors, writers, directors, and musicians. In addition, they produce television and film projects.



INTEGRAL ARTISTS

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We could not find a simple, yet effective way to protect our content. We needed a solution that allowed us to add DRM to our videos to keep them confidential.

”

CEO, Integral Artists

The Challenge

The teaser videos that the team at Integral Artists produces require significant resources to create, and are confidential. They need to be kept exclusive.

Integral Artists needed a solution that allowed them to add DRM protection to their videos so that they could easily and securely share demo reels containing confidential information without incurring the risk of them being copied or shared.

They needed to distribute their videos through a system that guaranteed seamless sharing of confidential files among partners, clients, and customers, without the risk of intellectual property theft.

For Integral Artists, it was crucial that they could add DRM controls to their videos to prevent people from forwarding and downloading them. They also needed the ability to add watermarks to the confidential videos they produce.



The Solution



Integral Artists now relies on Vitrium to protect & securely share their confidential videos with partners, clients, and employees.

// We looked at options like Pix and Sprout, but we could not find a solution that allowed us to add DRM controls and watermarks to videos to keep them exclusive and protect them from unauthorized access & copying.

Vitrium was that solution.



CEO, Integral Artists

The Solution

Vitrium enables Integral Artists to thoroughly protect their confidential videos, giving them full control over who can access content and when.

They rely on Vitrium's several DRM settings & controls:

- ✓ Dynamic watermarks
- ✓ Device limits
- ✓ Browser limits
- ✓ Single-sign on (SSO) functionality
- ✓ Different permissions to different users

The screenshot displays the Vitrium DRM settings interface. At the top, there are two tabs: 'General Settings' and 'Advanced Settings'. Below the tabs is a blue header bar with a '+ Add DRM Policy' button and a close icon. The main content area contains several configuration options:

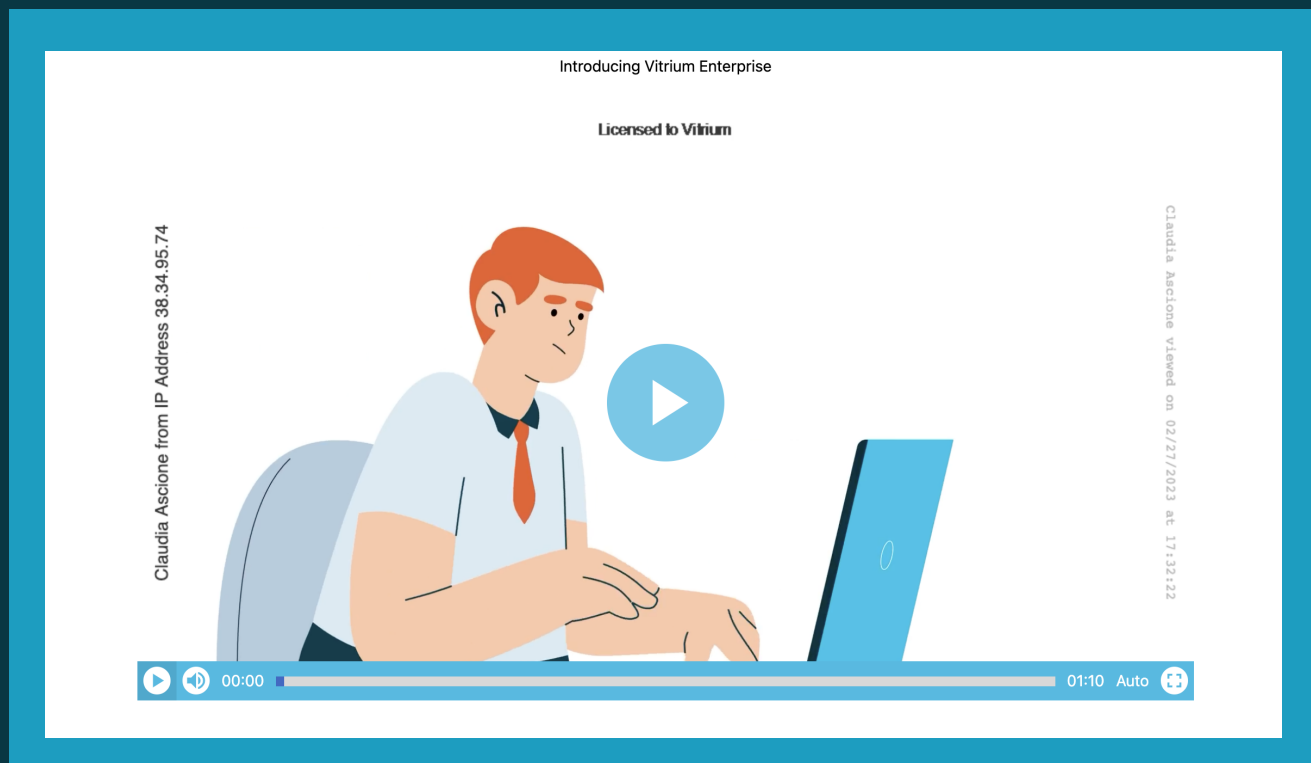
- Policy Name ***: A text input field.
- Start Date**: Radio buttons for 'Immediate' (selected) and an empty date field.
- Expiry Date**: Radio buttons for 'Never' (selected) and an empty date field.
- Expiry After First Unlock**: Radio buttons for 'Unlimited' and '3 weeks' (selected).
- Offline Access**: Radio buttons for 'Unlimited' and '0 weeks' (selected).
- Device Limits**: A section containing three radio button options: 'Combined Limit' (Unlimited), 'PDF (Adobe) Limit' (Unlimited), and 'Web Browser Limit' (Unlimited).
- Web Browser Print Limit**: Radio buttons for 'Unlimited' and '0' (selected).

Each date field and the '0 weeks'/'0' options have a red question mark icon. A red 'SAVE & EXIT' button is located at the bottom right. A footnote at the bottom center states: '* indicates a required field'.

They securely distribute videos by sharing a secure link via email.

This way, customers, partners, and clients can easily access protected videos and view them in Vitrium's secure video player.

Vitrium allows Integral Artists to securely distribute confidential videos while offering their users a nice, easy to use interface that does not require any third party apps or plug-ins.



The Result

With the support of Vitrium, Integral Artists has:



Protected their videos with a high degree of encryption.

Added DRM controls and watermarks to their teaser videos.



Ensured their confidential videos are not available to unauthorized viewers.

Protected their intellectual property, the livelihood of their organization.



Gained control over their sensitive and confidential content.

Found a way to successfully share protected videos.



Vitrium has improved my
security 100%.
I have achieved all my goals:
I can add DRM & encrypt videos,
I can send videos securely,
& I can add watermarks.
My experience has been
THE BEST!

CEO, Integral Artists

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