

# The Balance Between Content Protection & Ease of Use



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# Introduction

Implementing an enterprise-level content protection or digital rights management (DRM) software may seem like a daunting endeavor. It used to be common knowledge that implementing a DRM solution would require people to jump through hoops to access their content, either by downloading a 3rd party app or installing a plug-in for each type of program or device they used. All of this led to many frustrations and obstacles for the end-users, who eventually moved on to get their content from some other organization.

## **Gone are those days!**

There's no need to believe that by encrypting your content or applying DRM controls to it, that you'll be giving up the ability to provide a good user experience. It is possible to balance both needs with a modern DRM system. A good DRM system will offer this balance and allow you to fully reap the benefits of having your valuable or confidential content protected, without having to compromise your user experience.

**Protect your content. Protect your business.**



# Intellectual Property Worth Protecting

You may be unaware of which assets within your organization can be classified as intellectual property (IP). Then trying to determine which of those assets are worth protecting and how to do so may be further perplexing. Your company likely possesses extremely valuable IP and failing to protect it could result in very serious consequences. Let's first start by defining "what is intellectual property." Intellectual

property (IP) is the set of intangible assets that are owned by a company and range from patents, to trade secrets, to employee know-how. IP protection should be a top priority for companies, especially those that produce or distribute valuable material such as eBooks, course materials or other educational content, training videos, market reports, standards documents, technical guides, manuals, board materials, trade secrets, and more.

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The risks of failing to protect your IP go beyond time and resources being wasted. It's the **lifeblood of your company** and a direct result of your team's intellectual activity. //



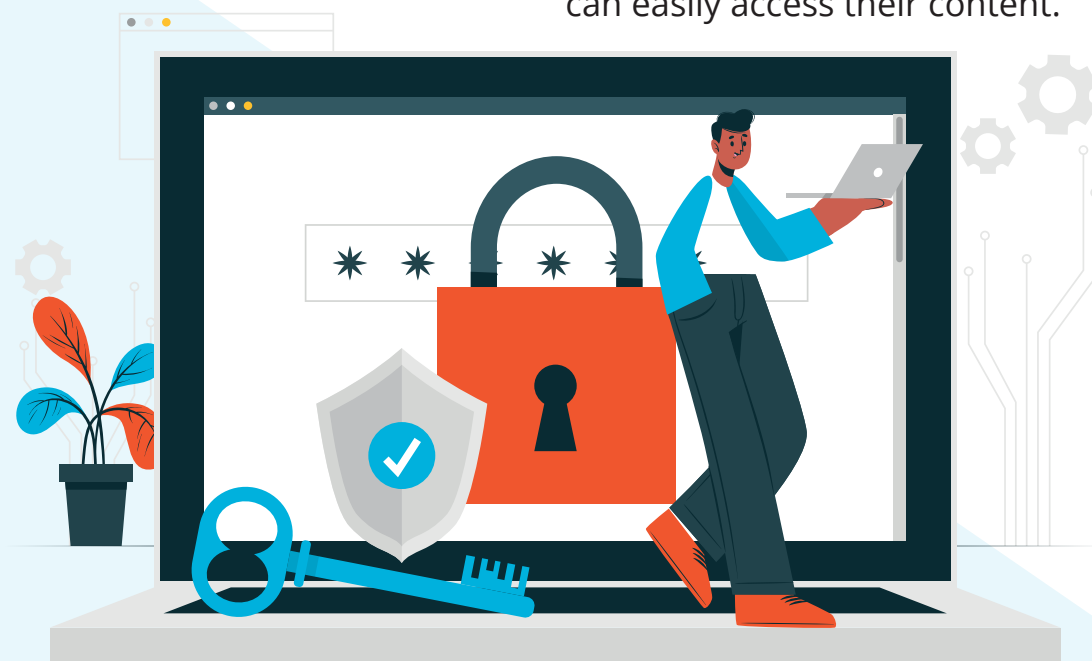
# Implement a Hassle-Free DRM Solution

Protecting your intellectual property is more important than ever. eBooks, course materials, videos, market reports, technical guides, standards documents and board materials can easily be copied or shared, putting companies at high risk. DRM systems are tailored for protecting digital content and preventing such misuse.

However, decision makers remain skeptical about implementing DRM due to misconceptions such as:

- DRM requires users to download plug-ins or 3rd party apps to access content
- Content protection hinders end-users' experience with the product
- Users need to follow complicated steps to access content, resulting in a high volume of support calls

**Vitrium effectively shatters these misconceptions.** Users are not required to jump through hoops or download additional software. By using a secure and modern HTML5 web viewer or downloading a protected PDF file they can easily access their content.



With **Vitrium's straightforward implementation**, your company can choose to get started right away with **Vitrium Security Professional Edition** and its built-in, customizable portal, or choose to take a few more weeks to have **Vitrium Security Enterprise Edition** integrated with your organization's main business system such as a learning management system (LMS), an e-commerce system, an association management system (AMS), member system, or others.



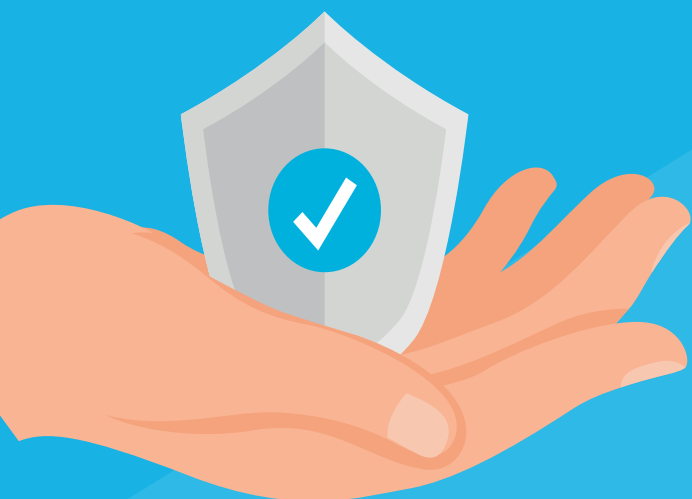
Additionally, customers who sell their content through a multi-channel distribution network can choose **VitriumOne**, which is a solution provided by Vitrium and its partner Blue Flamingo Solutions, and which **offers DRM and content distribution capabilities all in one.**

# Protect Content & Increase Revenue

Contrary to what is widely believed, settling on a DRM solution does not need to hinder the user experience, nor does it need to be considered a 'cost resource'. In fact, if utilized well, a **DRM system can also help you increase your revenue.**

## *'How?' you may ask!*

A quality DRM solution will offer multiple DRM policies and controls and allow you to apply different policies to different groups of people. By setting policies that have different degrees of restriction or leniency, you can sell your content at different rates and position certain products as more exclusive assets.



For example, you can apply more restrictive controls and limited access for your most basic subscription or standard products, and progressively add more lenient controls and access options for those at a higher price-point.

By positioning your content this way and leveraging the options you have with a DRM system, you are at once protecting your valuable IP and creating options to increase your revenue. Not only are you protecting your content and your IP, but you're also creating options to increase your revenue.





The **DRM policies** you decide upon will also provide different degrees of ease-of-use, or “**freedom**,” for your customers. You could, for example, determine how much freedom users are granted depending on the kind of subscription they have. Those who want to be able to print content, access it on multiple devices and view content offline can choose to pay for a “*premium*” subscription.

Subscription Type	DRM Policy	Price
Standard Subscription	No printing, 1 device access, no offline access.	Lower price point
Premium Subscription	Allow printing, multi-device access, up to 30 days offline access.	Higher price point

Table 1: Implementing Different DRM Policies to Position Different Price Points

# Using Content Analytics to Improve Engagement

When it comes time to choose a DRM system, be sure to evaluate reporting and analytics capabilities. Quality DRM systems should offer drill-down analytics data so you can find out how long someone spent reading a document or watching a video, what pages they read of a document, and so on. It's data like this that can provide you very valuable insights to understand how your content is performing, and how your users are engaging with it!

Vitrium is the content distribution software that allows you to:

- ✓ review read-through rate of documents to gauge engagement.
- ✓ shorten documents to improve readability and make them more concise.
- ✓ assess viewing data of your videos to monitor viewing rates.
- ✓ modify content by splitting a 4-hour video into 4 separate, 1-hour video files.



Naturally, your revenue comes from the content you are working tirelessly to produce and distribute, therefore, you want to ensure this content is as close to what your users require as possible.



Being able to analyze how your content is being accessed and how users are engaging with it will provide you detailed insights that you can make informed business decisions about, thus resulting in positive changes for your company.

## Data Analysis

## Content Changes

## Results

Low read-through rate on training documents (30 day average 24%)	<ul style="list-style-type: none"> <li>✓ Reduce total page count</li> <li>✓ Add more visuals</li> <li>✓ Replace text-laden pages</li> </ul>	Increased read-through rate to 75% over 30-day average
Low viewing rate on video (4 hour video - average time: 1.25 hours)	<ul style="list-style-type: none"> <li>✓ Split video: 4x1 hour parts</li> <li>✓ Expand access by extra week - more viewing time</li> </ul>	Increased total time spent for all videos to 3.75 hours
Few users accessed content (documents only, 50/120 users)	<ul style="list-style-type: none"> <li>✓ Added video &amp; audio files</li> <li>✓ Reduced documents</li> <li>✓ Added more visuals</li> </ul>	Increased total number of users accessing all content to 115/120 users

Table 2: Leveraging Content Analytics to Improve User Engagement

# Protection & Ease-of-Use: Achieving the Right Balance

Finding the perfect balance between the security needed for your content and the ease of access needed for your users is not an easy task. Deciding on which encryption methods or digital rights management (DRM) policies to use in order to obtain ironclad protection, while at the same time guaranteeing a pleasant user experience can seem impossible to achieve.

By debunking the misconceptions that surround DRM, understanding what modern DRM systems are in the marketplace today and how they can be implemented in more straightforward processes, you should be able to find that optimal balance. Your valuable content or intellectual property can be thoroughly protected, and your customers can be offered a platform or methods that are user-friendly and easy to access.

**Learn more about how Vitrium can help you protect your content.**

[Request a Demo](#)

The key is choosing the right DRM system. A modern, high-quality solution like Vitrium is the right answer for your organization!





## About Vitrium

Vitrium is a software solutions provider that delivers content protection and digital rights management (DRM) software to companies that need to protect their videos, documents, images and/or audio content.

Vitrium's software solutions empower businesses to protect, control and track their confidential, sensitive or revenue-generating content to ensure their intellectual property (IP) is protected from unauthorized access, sharing, or mass redistribution.

Vitrium's DRM-protected content has been published and distributed by thousands of companies around the world and accessed by over a million users. Businesses choose Vitrium over other solutions because of its flexibility and non-disruptive formats that don't require the end user to download any plug-ins or proprietary apps to view the protected content. Learn more at [vitrium.com](https://vitrium.com).