



# Content Management

Unleashing the best content available

Effective **DRM** solutions are necessary to provide the latest content. Utilize software DRM to save money, increase reliability, enhance quality, simplify administration/remediation.



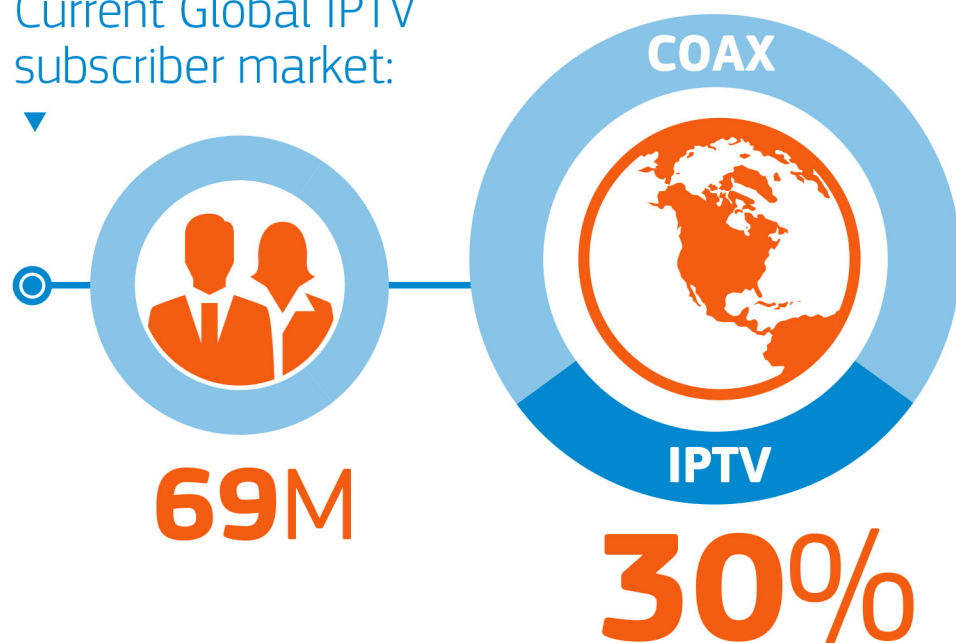
## Benefits of IP vs. Coax

- ✓ Eliminates Set-Top Boxes
- ✓ Cost Effective
- ✓ Simplifies Install
- ✓ Future-Proof
- ✓ Centralized Management/Updates

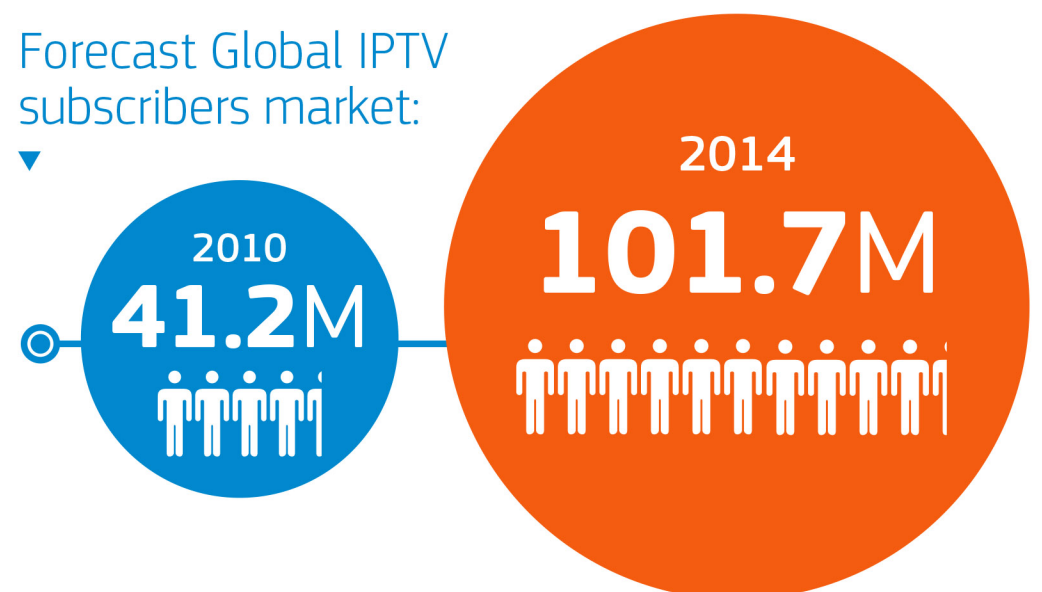


**IPTV subscriber base is growing at an astounding rate...**

Current Global IPTV subscriber market:



Forecast Global IPTV subscribers market:



To learn about Samsung's line up of Smart Hospitality TVs with energy-efficient LED technology and interactive content management solutions, visit [samsung.com/hospitality](http://samsung.com/hospitality)

**SOURCES:** Rovio consumer engagement statistics, American Hotel and Lodging Association, NPD Group study, Point Topic Ltd: IPTV Statistics – market analysis, IPTV Global Forecast – 2010 to 2014, Multimedia Research Group Inc: Semiannual IPTV Global Forecast Report, The Guardian – Social TV and second-screen viewing: the stats in 2012, Motorola survey: Moto X: The Smartphone Comes Home, Astro Awani: Smartphones and tablets driving interactive TV viewing.

**SAMSUNG**