Tech Mahindra to Launch Blockchain based Contracts and Digital Rights Management Platform for Global Media and Entertainment Industry

Platform to enable production houses and content creators to track revenue, royalty payments, manage rights and address content piracy by leveraging IBM blockchain

Hyderabad – July 08, 2020: Tech Mahindra Ltd., a leading provider of digital transformation, consulting and business reengineering services and solutions, today announced the launch of a new digital platform, branded as **'Blockchain based Contracts and Rights Management System' (bCRMS)** for the global media and entertainment industry**.** The platform is designed to enable production houses and content creators to track revenue, royalty payments, manage rights and address content piracy by leveraging IBM blockchain.

Tech Mahindra's new bCRMS platform is built on open source Hyperledger Fabric protocol and utilizes techniques like content hashing and forensic watermarking to track and trace content. The technology is industry agnostic and thereby it could also be used across other industries like trade, finance and healthcare that have a requirement for intellectual property and secured digital content. Built on IBM Blockchain, the platform will restrict unauthorized access and redistribution of digital content, mitigate content piracy and manage royalty payments. The platform is designed to be scalable and empowers artists, fulfilment partners and distributors with a clear, automated system for accessing and managing payments.

Rajesh Dhuddu, Blockchain and Cybersecurity Practice Leader, Tech Mahindra, said, *"Fragmentation in the media and entertainment (M&E) landscape has had a profound impact on media consumption. Both media production houses and OTT (Over the top) players are creating intriguing content to improve customer stickiness and gain market share. This has led to an exponential increase in fraud with revenue lost due to online piracy estimated to approximately $ 50 billion by 2022*. As part of our TechMNxt charter, bCRMS is developed to usher in the next generation of digital rights management systems for the media and entertainment industry that orchestrate the entire media content life cycle workflows across pre-production, post-production and distribution phases to enhance revenues, preempt contracts or rights infringement and focus on redefining end customer's content consumption experience"*

bCRMS is designed to provide accurate, near real-time information and insights into the authenticity of content and detect any unauthorized use and distribution. Tech Mahindra is deploying bCRMS on IBM Blockchain for linear broadcast and Over-The-Top (OTT) service providers. Also, Tech Mahindra is part of the IBM public cloud ecosystem to help clients transform their operations and accelerate their hybrid cloud strategies and use blockchain technology to help foster trust and transparency across industries.

"Digital rights management is a pressing problem impacting artists, content creators and advertisers worldwide, potentially costing the industry billions every year. Tech Mahindra's innovation using IBM Blockchain helps address this challenge with a new approach that offers the digital media market the ability to track the quality and authenticity of content as well as track downloads and usage of content in a clear and flexible manner," said Alistair Rennie, General Manager, IBM Blockchain. *"Tech Mahindra is an important addition to IBM's growing cloud and blockchain ecosystem."*

Tech Mahindra under its TechMNxt charter has continued its focus on leveraging next-generation technologies including blockchain, to disrupt and enable digital transformation, and to build cutting-edge technology solutions and services for customers globally. Tech Mahindra provides a holistic framework called 'Block Ecosystem' comprises of various levers: Block Studio, Block Engage, Block Talk, Block Geeks, Block Accelerate, Block Access & Block Value, which can be used to create industry leading applications that are architected on innovation and human excellence to unlock significant value for clients. Tech Mahindra's technologists can also assist clients to build Blockchain-Platform-as-a-Service (BPaaS), System Integration and Product Engineering Services on IBM Blockchain.

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About Tech Mahindra

Tech Mahindra represents the connected world, offering innovative and customer-centric information technology experiences, enabling Enterprises, Associates and the Society to Rise™. We are a USD 5.2 billion company with 125,200+ professionals across 90 countries, helping 973 global customers including Fortune 500 companies. Our convergent, digital, design experiences, innovation platforms and reusable assets connect across a number of technologies to deliver tangible business value and experiences to our stakeholders. Tech Mahindra is the highest ranked Non-U.S. company in the Forbes Global Digital 100 list (2018) and in the Forbes Fab 50 companies in Asia (2018).

We are part of the Mahindra Group, a USD 19.4 billion federation of companies that enables people to rise through innovative mobility solutions, driving rural prosperity, enhancing urban living, nurturing new businesses and fostering communities. It enjoys a leadership position in utility vehicles, information technology, financial services and vacation ownership in India and is the world's largest tractor company by volume. It also enjoys a strong presence in renewable energy, agribusiness, logistics and real estate development. Headquartered in India, Mahindra employs over 2,56,000 people across 100 countries.

For further information: For more information on Tech Mahindra, please contact: Abhilasha Gupta, Global Corporate Communications and Public Affairs Email: media.relations@techmahindra.com ; Abhilasha.Gupta@TechMahindra.com IBM India contacts: Zarin Darashaw, Email- zadarasha@in.ibm.com.