



## **Adevarul Group case study**

### **Ebook Security: Preventing ebook theft, sharing, and misuse**

#### **Summary**

Adevarul wanted to be able to offer their content in electronic format yet be protected against theft and misuse. They wanted to take a leading position in the ebook marketplace in Romania with the launch of their new ebook shop.

*"We managed to implement very quickly indeed. This made it a highly affordable and secure solution addressing our current needs."*

#### **An introduction to the Adevarul Group**

Adevarul Group is the premier integrated multimedia business of Romania. Its diverse operations span news collection, newspaper publishing, magazines and books, printing services, press distribution and retail, as well as advertising services delivered through own publications and the Group's web portal. Recent exciting developments include a TV station called Adevarul TV and a network of 40 local stations, all with an investment of EUR 37 million.

Adevarul runs significant print media outlets: quality daily Adevarul, Adevarul de Seara, tabloid Click!, magazines OK!, Dilema Veche, Dilemateca, Foreign Policy Romania, the Blick newspaper in Ukraine, Forbes Romania magazine and Tango magazine. It also runs a book publishing division, and collections of books offered either as add-ons to Adevarul or sold independently.

#### **Why Adevarul required PDF DRM**

We wished to be able to offer our content in electronic as well as traditional print formats. The Romanian market for eBooks is in its infancy and it was important to take a leading position in that new and expanding market.

#### **Why choose LockLizard as your DRM supplier?**

After careful analysis we decided that Safeguard Enterprise PDF Security gave us the best mix of price to content security. Also, we had established good contact with both the sales and support teams and were pleased with their support.

#### **Did you review other PDF DRM solutions?**

Yes. We evaluated Adobe Content Server 4 as major competitors.



## **Where is Safeguard PDF Security used?**

We recently launched (October 2010) our e-commerce website [www.adevarulshop.ro](http://www.adevarulshop.ro) selling print and digital versions of our products. Safeguard Enterprise PDF Security is used for encrypting the content of eBooks sold in the Adevarul shop.

## **Implementation issues?**

We didn't have to do any major implementation. Because we use the LockLizard hosted service there was nothing extra to implement on our own servers and the service was up and running immediately.

## **What were the plus points?**

We managed to implement very quickly indeed. This made it a highly affordable and secure solution addressing our current needs. It has allowed our organization to make available our content in digital format, delivering a complete offering to our customers.

## **About Safeguard Enterprise PDF DRM Security**

Safeguard Enterprise PDF Security provides complete PDF document security with DRM controls and US Government strength, AES 256 bit, encryption. It protects PDF documents from copying, modifying, saving and distribution. In addition the IPR owner can control whether users can print protected PDF documents, and if so, how many times. Controls check how documents are used, by whom, for how long, what can be done with them, and whether document auditing occurs. Pricing starts from \$4995 for a subscription license. [www.locklizard.com/pdf\\_drm\\_security.htm](http://www.locklizard.com/pdf_drm_security.htm)

## **About LockLizard**

LockLizard specializes in document security and copy protection software for pdf documents, swf flash files, ebooks, elearning courses, software, and web based content (html, images, text, flash). We protect information with US Government strength encryption and DRM controls to ensure complete protection against copyright piracy. We provide copy protection without the use of passwords to ensure maximum security and usability, and to protect documents, information, software, and web content from unauthorized use and misuse no matter where it resides.