Content-rich products, such as music, video and software games, are often pirated during production processes by people working from within the company that owns the content or its production service suppliers. Elaborate password systems are time-consuming to maintain, frequently thwarted, and do not provide the level of trusted protection required by businesses with intellectual property that has long-term revenue potential.

Explain the solutions and business incentives that DRM technologies can provide in this case and how. Keep in mind that the key is to offer the assurance of secured media content both behind as well as beyond the corporate firewall.