

Cloudncoder.com and Verimatrix Partner to Enhance Revenue Security for OTT Video in the Cloud

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Oslo, Norway — Scandinavian Cloudncoder.com has announced a partnership with Verimatrix, the specialist in securing and enhancing revenue for multi-network, multi-screen digital TV services around the globe, to secure linear TV content that is transcoded in the cloud before delivery to a CDN of choice. As a result of the collaboration, joint customers will now be able to leverage the integrated solution to ensure revenue security for over-the-top (OTT) premium TV services that require multi-DRM protection while transitioning to a cloud architecture.

The Verimatrix Video Content Authority System (VCAS™) for Internet TV revenue security solution provides a complete multi-screen security solution for OTT services implementing the HTTP Live Streaming (HLS) and MPEG-DASH protocols for Live TV content. Ensuring that decryption keys are kept safe and distributed only to authorized users and client devices, the cardless security solution provides the same high level of digital TV security that Verimatrix is recognized for in 800+ IPTV deployments.

Cloudncoder.com downlinks live satellite or IP feeds and transcodes for multi-screen distribution via CDNs. Pay-TV operators with OTT video offers are increasingly choosing the multi-DRM approach, which Verimatrix is famous for. The integration between Cloudncoder.com and Verimatrix will allow for the live content to be encrypted with the various DRM options required by the individual services. The solution will be offered to existing Verimatrix customers, as well as any new service provider that enters the cloudncoder.com platform.

Ajey Anand, CEO of Norigin Media, which owns Cloudncoder.com says, "Premium TV is certainly moving to the cloud and the integrations of the many modular elements of the value chain is imperative. We always strive for transparent business models, which allow pay-TV operators to easily choose such a transition to a virtual ecosystem with many players. I am delighted to collaborate with Verimatrix at this crucial stage in industry."

Steve Oetegenn, President of Verimatrix says, "Our partnership with Cloudncoder further deepens the ecosystem that operators need to enable OTT video delivery. Integrating all parts of the value chain in the cloud, including revenue security, will enable software-empowered video operators to move more and more premium TV services to the cloud, which will reduce CAPEX and OPEX while meeting consumer demand."