

# Verimatrix and ThinkAnalytics Partner on Globally Connected Revenue Security with Recommendation and Personalization Engines

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## Collaboration Aimed at Broadening Subscriber Intelligence Data Leveraged to Customize the Viewing Experience

**Amsterdam, IBC 2015, 11 Sept. 2015** –[Verimatrix](#), the specialist in securing and enhancing revenue for multi-network, multi-screen digital TV services around the globe, today announced a partnership with [ThinkAnalytics™](#), developer of the world's most deployed multiplatform TV search and recommendations engine. As a result of the collaboration, joint customers will be able to leverage the Verimatrix [Verspective™ Intelligence Center](#) as a base for a powerful recommendation engine that is capable of making relevant and interesting content suggestions to users based on their known preferences in a way that has never been done before.

The collaboration underpins the introduction of Verspective™ Analytics, a new suite of services that leverages the inherent power in globally interconnected instances of the Verimatrix Content Authority System ([VCAS™](#)) to aggregate data, and helps operators harness the power of detailed yet secure, subscriber behavior and usage visibility. Verspective Analytics is a key service offered through the Verspective™ Intelligence Center, a cloud-based platform for system deployment, management, monitoring and analytics that optimizes system performance and reduces operational expenses.

The ThinkAnalytics solution relies on sources of accurate and comprehensive viewer data, plus programming metadata, to personalize its powerful engine for individual subscribers. Together, Verimatrix and ThinkAnalytics will be able to extend the reach of personalization of advanced search and recommendation functionality without compromising solution security.

"Verimatrix and ThinkAnalytics are both committed to providing our customers with access to the most innovative and useful solutions on the market today," said Eddie Young, CEO, ThinkAnalytics. "There is a tremendous amount of synergy between our products—Verimatrix ensures the security of the content and the service and then we personalize the service."

Through Verspective, Verimatrix can provide an additional layer of important data that operators and their monitoring systems are otherwise unable to obtain. Because of its "preferred real estate" in the network and devices, VCAS revenue security solutions provide a unique capability to gather data—from secure data streams to secure data storage, as well as other infrastructure components. By working with partners in the various analytics sectors, operators have access to secure and, yet comprehensive, analytics.

"We are delighted to be working with ThinkAnalytics as one of the leaders in the leveraging analytics for recommendations and personalization," said Steve Oetegenn, president, Verimatrix. "Privacy and security are two of the biggest topics to consider when harnessing the power of big data. By applying our proven revenue security technology to ThinkAnalytics' innovative solutions, together we can provide operators with a secure and robust recommendation and personalization analytics they demand."

Verimatrix will demonstrate Verspective™ Analytics at IBC 2015, 11-14 Sept 2015 at the RAI Convention Centre (booth #4.A59). In addition, experts from the company will also be on hand to share key findings from the fourth installment of its popular Software Empowered Operator e-book series, entitled "Getting a 'Verspective' on Secure Multi-Screen Analytics." The e-book is available for download at [www.verimatrix.com/swempowered4](http://www.verimatrix.com/swempowered4).

### About ThinkAnalytics

ThinkAnalytics is the most widely deployed real-time personalized content and recommendations engine, bringing together intelligent search with comprehensive media content recommendations. With deployments possible in just weeks, ThinkAnalytics broadens customers' tastes with a personalized experience for live linear TV, VOD and OTT, delivered through multiple platforms including the set-top box, Web, IPTV, tablet, mobile, games consoles and more.

The platform, available as a cloud-based or on-premise solution, is based on the industry's most comprehensive data and text mining techniques. The company's customer base of over 60 video service providers serves more than 150 million subscribers worldwide. Customers include Cox Communications, Liberty Global, Sky, Swisscom, Viaplay, Unitymedia and NOS. In 2015, ThinkAnalytics received an Emmy® Award for Technology and Engineering from the National Academy of Television Arts & Sciences (NATAS). ThinkAnalytics is a private, employee-owned company jointly headquartered in the U.S. and the UK.

### About Verimatrix

[Verimatrix](#) specializes in securing and enhancing revenue for multi-network, multi-screen digital TV services around the globe. The award-winning and independently audited Verimatrix Video Content Authority System ([VCAS™](#)) and [ViewRight®](#) solutions enable cable, satellite, terrestrial, IPTV and OTT operators to cost-effectively extend their networks and enable new business models. As the established leader in cardless security solutions, the company has leveraged its innovative 3-Dimensional Security approach to provide harmonized rights for premium content delivery to a range of devices over new hybrid network combinations.

Maintaining close relationships with major studios, broadcasters, standards organizations and its [unmatched partner ecosystem](#) enables Verimatrix to provide a unique perspective on video business issues beyond content security as operators introduce new services to take advantage of the proliferation of connected devices. Verimatrix is an ISO 9001:2008 certified company. For more information, please visit [www.verimatrix.com](http://www.verimatrix.com), our [Pay TV Views blog](#) and follow us [@verimatrixinc](#), [Facebook](#) and [LinkedIn](#) to join the conversation.