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Enhancing its partnership with Verimatrix MultiRights OTT on more DRM offering through SwiftDRM

Singapore, 29 February 2016 – Conversant is pleased to announce its continued partnership with Verimatrix to augment its SwiftDRM offering with cloud multi-DRM service. SwiftDRM is now integrated with the Verimatrix MultiRights™ OTT revenue security solution, a component of the multi-network Video Content Authority System (VCAS™). MultiRights provides a harmonized rights management solution by bringing CE devices and HTML5 browsers with embedded, non-Verimatrix clients under the VCAS unified revenue security umbrella together.

Today's digital era is one that sees a rapid growing number of mobile-connected devices all around the world. This creates more business opportunities for over-the-top (OTT) video operators and content providers, as well as challenges. One of these challenges to maximize their reach in today's multi-screen delivery environment is to accommodate diverse unmanaged IP devices and networks. Therefore, there is an immediate need for a single DRM solution to seamlessly support a comprehensive system for secure content distribution.

"Online video publishers like Conversant really understand the complexities of securing an OTT platform in this evolving environment," said Steve Oetegenn, president of Verimatrix. "With the threat of content redistribution of OTT video services, operators need a multi-DRM strategy that also accounts for long-term security management as new threats arise, particularly as content resolutions increase and release windows shrink. We are happy to extend our partnership with Conversant in this area."

"Verimatrix is not only the global leader in digital content protection, but is also a highly important and trusted partner in crafting a complete digital media solution in serving our customers' requirements. Our current partnership with the award-winning VCAS has enabled us to grow in both credibility and our solution service offerings. Hence together with Verimatrix MultiRights OTT, Conversant is even more confident of addressing the OTT ecosystem in the digital media industry with SwiftDRM." said Cheong Kong Wai, CEO of Conversant.

About Verimatrix

Verimatrix specializes in securing and enhancing revenue for multi-network, multi-screen digital TV services around the globe and is recognized as the global number one in revenue security for connected video devices. The award-winning and independently audited Verimatrix Video Content Authority System (VCAS™) family of solutions enable next-generation video service providers to cost-effectively extend their networks and enable new business models. The company has continued its technical innovation by offering the world's only globally interconnected revenue security platform, Verspective™ Intelligence Center, for automated system optimization and data collection/analytics.

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

About Conservant

Conversant is a privately held technology company with strong regional presence that focuses on developing and offering scalable, modular and complete end-to-end solution with SwiftServe and Swift range of products for telecommunication service providers. As the industry evolves to be more driven by video content and applications, our CDN, transparent caching and OTT solutions enable them to optimise CAPEX and monetise with multimedia contents delivered both on carrier-grade cloud and hybrid services. For more information on Conversant and solutions, please contact sales@conversant.com.sg, visit www.conversant.com.sg.

