

# Jadoo Digital First to Launch Hybrid Video Services in Bangladesh

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## VCAS for DVB Hybrid Selected to Secure HD Content on DVB and OTT Networks in Emerging Market

**CASBAA India Forum 2016, New Dehli, Mar. 22, 2016** —[Verimatrix](#), the specialist in securing and enhancing revenue for multi-network, multi-screen digital TV services around the globe, today announced that Digi Jadoo Broadband Ltd, one of the most advanced pay TV distributors in Bangladesh, has implemented the Verimatrix Content Authority System ([VCAS™](#)) for DVB Hybrid to secure content for its new Jadoo Digital service. With this deployment, Jadoo Digital becomes the first to launch high-definition (HD), premium TV services via a hybrid DVB-C and over-the-top (OTT) network in the Bangladesh market. Jadoo Digital is the consumer-facing brand of Digi Jadoo Broadband Ltd, which has grown into one of the largest cable TV operators in Bangladesh.

VCAS for DVB Hybrid benefits Jadoo Digital with a novel approach to traditional broadcast content security that enables the operator to deploy a modern, cost-effective broadcast video system that can protect a true TV anywhere, anytime solution. VCAS for DVB Hybrid offers a cardless, software-centric approach that leverages the security functions within modern system-on-chip (SoC) families to provide a truly cost effective system. This single content authority approach provides flexibility and scalability for Jadoo Digital to expand its business models and stay ahead of the competition. Jadoo Digital has taken advantage of the integration between VCAS for DVB-Hybrid and CubiTV from Cubiware, a Warsaw, Poland, based subsidiary of TiVo Inc., which allows Jadoo Digital to choose middleware and security platforms independently based on their individual requirements and helps enable the entire ecosystem to be deployed within weeks.

"It was crucial that we implement a unified content security solution capable of reducing OPEX and CAPEX as we expand our business models in order to maintain our status as an industry leader in the region," said Navidul Huq, director of Jadoo Digital. "Through its best-of-breed partner ecosystem, Verimatrix provides a unique advantage in enabling us to deploy a cardless STB security solution to optimize our time to market."

"We are thrilled that VCAS for DVB Hybrid continues to prove its value as a single content authority solution for DVB hybrid services and as a cost-effective package to support the needs of operators in increasingly thriving global markets," said Steve Oetegenn, president at Verimatrix. "The added benefit of VCAS for DVB Hybrid for Jadoo Digital is that its underlying VCAS architecture is flexible and scalable enough to provide a migration path for future upgrades. We look forward to fulfilling their long-term security needs as the market continues to evolve."

### About Jadoo Digital

Jadoo Digital is the consumer facing brand of Digi Jadoo Broadband Limited began operations in 2007 and soon became a major cable TV operator with high quality satellite and cable TV services. Promoted by the Mohammadi Group, DJBL is one of the largest cable TV distributors in Bangladesh, reaching an estimated 7 million households across the different cities and sub divisions of the country. For more information, please visit [www.digijadoo.com](http://www.digijadoo.com) or [www.jadoodigital.com](http://www.jadoodigital.com)

### 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](http://www.verimatrix.com), our [Pay TV Views blog](#) and follow us [@verimatrixinc](#), [Facebook](#) and [LinkedIn](#) to join the conversation.