

Verimatrix to Highlight Technologies Redefining the Pay-TV User Experience at Connected TV World Summit 2016

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Executives Shed Light on Advancements in Data Aggregation and Immersive Technology

Connected TV World Summit 2016, London – Mar. 11, 2016 —[Verimatrix](#), the specialist in securing and enhancing revenue for multi-network, multi-screen digital TV services around the globe, today announced that it will kick off the 2016 Connected TV World Summit in King's Place, London, with a complimentary Breakfast Briefing that will explore the benefits and challenges of investing in data analytics to improve the consumer video experience (UEX). Verimatrix executives will be featured as speakers in three different sessions throughout the two-day conference to discuss how the current landscape of the pay-TV industry is being reshaped through new advancements in content standards, delivery technologies and big data.

Entitled, "Using Data Analytics to Gain Competitive Advantage," the Breakfast Briefing sponsored by Verimatrix takes place 7:45 a.m. – 9:45 a.m. on Wed., Mar. 16 in the Breakout Theater. Paul Collins, CME Director at IMGROUP, will serve as chair as panelists Steve Christian, SVP of Marketing at Verimatrix, Arian Koster, Senior Product Owner for TV at KPN, Thomas Helbo, CTO of Stofa, Charles Dawes, Senior Director International Marketing at Rovi and Paul Haddad, SVP & GM of Advanced Data Strategies at Cablevision Media Sales, examine the implications of leveraging data analytics to improve the UEX and video services as a whole.

The Breakfast Briefing is free for attendees as well as non-delegates, but space is limited. Those who wish to attend this session should register in advance on the [Connected TV World Summit website](#).

Christian is also featured as a panelist during the conference's Innovation Showcase, which will take a closer look at how immersive technologies are redefining the UEX. His panel, entitled, "Making Viewers Feel Part of the Action," starts at 2:55 p.m. on Weds., March 16 and will give an in-depth analysis of the logistics and business issues behind delivering next-generation audio and video.

On Thurs., Mar. 17, Verimatrix CEO Tom Munro will address the potential impact pay-TV data aggregation can have in helping operators streamline operations and improve quality of service. Beginning at 2:30 p.m., Munro's session, "Building the Infrastructure for Secure Data Gathering and Aggregation," is part of a special track that will kick-start a conference-wide debate about the long-term future of the television UEX and the advanced technologies and emerging ecosystems needed to make it a reality. The sessions within "Making TV Fun Again Before Apple Does" are open to television platform owners, broadband providers, technology vendors, content owners and consultants who want to help create a UEX to effectively compete in a diverse market.

To learn more about Verimatrix's presence at Connected TV World Summit, [click here](#).

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.