



**AMSTERDAM, Sept. 18, 2017 - IBC 2017 (Booth #5.A59)** – Verimatrix, the specialist in securing and enhancing revenue for network-connected devices, today announced that Dish TV India Limited has selected Verimatrix to provide cardless security for its direct-to-home (DTH) service offerings. DishTV is Asia's largest DTH video service provider and is the only DTH operator to operate through three satellites in space. The Verimatrix Video Content Authority System (VCAS™) for DVB was selected as one of its critical CAS partners for its future-proof approach to revenue security that can scale with the company as it continues to evolve business models and maintains its position as a market leader.

"Our infrastructural and technological edge allows us to continually develop new innovations and revolutionize our service offerings, so it has become crucial that our revenue security measures are robust yet flexible enough to keep pace," said Mr. V K Gupta, COO at DishTV.

Based on a single content authority approach, VCAS for DVB offers a modern approach to multi-device streaming as video service providers like DishTV redefine their pay-TV services. The solution is completely compliant to applicable DVB standards and pre-integrated with a broad range of partner headend and software systems. Additionally, its cardless set-top box client technology provides new, essential levels of security that would be virtually impossible to achieve with legacy systems.

"We are thrilled to support Asia's largest DTH provider as it continues to enhance its offerings and maintains its stance apart from competition in the region," said Steve Oetegenn, president of Verimatrix. "Dish TV has long-established itself as the pioneer in the Indian DTH broadcast industry, and VCAS for DVB is optimally designed to adapt to any scenario it may face as the Indian pay-TV industry continues to undergo rapid transformation. In essence, the security framework will never become obsolete."

Verimatrix will illustrate how security solutions are at the core of all key monetization strategies for the pay-TV and Internet video service at IBC 2017 (booth #5.A59). For additional information or to book an appointment with the team please visit [www.verimatrix.com/ibc2017](http://www.verimatrix.com/ibc2017).

#### **About DishTV India Limited**

Dish TV is Asia Pacific's largest direct-to-home (DTH) company and part of the Essel

Group. Dish TV has on its platform more than 622 channels & services including 39 audio channels and over 66 HD channels & services. Dish TV leverages multiple satellite platforms including NSS-6, Asiasat 5, SES-8 and GSAT-15 which makes its total bandwidth capacity equal 864 MHz, amongst the largest held by any DTH player in the country. The Company has a vast distribution network of over 2,108 distributors & over 290,180 dealers that span across 9,291 towns in the country. Dish TV has thirteen 24\* 7 call centres catering to 11 different languages to take care of subscriber requirement at any point in time. For more information on the company, please visit [www.dishtv.in](http://www.dishtv.in)

### **About Verimatrix**

[Verimatrix](#) specializes in securing and enhancing revenue for network-connected devices and services around the world and is recognized as the global number one in revenue security for IP-based video services. The award-winning and independently audited Verimatrix Video Content Authority System ([VCAS™](#)) family of solutions enables 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, and [Vtegrity™](#), advanced security that addresses IoT threats and service lifecycle management.

Its [unmatched partner ecosystem](#) enables Verimatrix to provide unique business value beyond security as service providers introduce new applications that 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.