



NAB Show 2017, Las Vegas, April 21, 2017 (Booth #SU3116) – [Verimatrix](#), the specialist in securing and enhancing revenue for multi-network, multi-screen digital TV services around the globe, now enables over-the-top (OTT) operators and content owners to maximize content monetization through a sophisticated package of integrated security and analytics components with the availability of MultiRights™ OTT Plus. Offered on a subscription basis with cloud-based or physical deployment options, MultiRights OTT Plus addresses the multi-DRM quandary and native device DRM limitations, plus offers powerful delivery and analytics tools in a flexible, cost-effective package.

As the OTT video market matures, basic DRM technology is no longer sufficient to enable the compelling services consumers are willing to pay for while complying with stricter security requirements mandated by premium content providers, such as 4K/UHD programming. Furthermore, delivering a multi-screen service consistently, reliably and securely to the growing list of devices and operating systems is a formidable undertaking. [As recently reported in market research reports](#), building and maintaining a multi-DRM system is costly and complex. While DRM security serves to protect the content, advanced analytics are also increasingly essential to ensure competitiveness and maximize monetization opportunities.

“MultiRights OTT Plus is our response to the evolving needs of the OTT video market,” said Steve Christian, SVP of Marketing for Verimatrix. “Our footprint within the network architecture has enabled us to combine our leading revenue security and analytics solutions for a comprehensive monetization management platform. This is designed to allow operators and content owners to more effectively and efficiently control the brand experience of their premium services across devices.”

The components that make up MultiRights OTT Plus include:

- MultiRights OTT supporting all widely utilized DRMs and client device categories
- VideoMark® and StreamMark™ forensic watermarking
- Verspective™ Operator Analytics video services optimization and monetization platform

- Downloadable ViewRight™ Secure Player supporting advanced video services features with all common pay-TV service models (such as linear, on-demand, and download-to-go)

The package also offers optional connectivity to the Verimatrix Verspective™ Intelligence Center, featuring a set of cloud-based services including crucial anti-piracy alerting, VCAS system health and performance monitoring,

Another innovation that directly appeals to content owners is the use of MultiRights OTT Plus to enable secure hierarchical distribution and reporting in a federated rights management (FRM) approach. FRM reduces OTT distribution complexity by offering a single point of integration for both operators and content providers—“encrypt once, decrypt once.” Through managing this workflow, users also can take advantage of aggregated content usage reports, along with other detailed analytics data, at the various stages of the content distribution chain. The component is a security umbrella, applying proven Verimatrix security and key/rights management to multi-tiered online video distribution.

MultiRights OTT Plus will be on display at the Verimatrix booth #SU3116 throughout the [NAB Show 2017](#).

Verimatrix will also be featuring the latest white paper from Frost & Sullivan, [“Native vs Downloadable DRM; The Long-term Implications of Short-term Choices.”](#) which outlines six main factors on the pros and cons of taking a native or a downloadable DRM approach for video service businesses. This issue is a debate about choice and control. Native DRM is sometimes perceived to be a more obvious choice than a downloadable security approach, but this is a flawed and outdated notion. For service providers that are launching premium, multi-screen services, downloadable security will be a critical piece of the puzzle.

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 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.

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.
