



**Amsterdam, IBC 2017 (Booth #5.A59)– Sept. 14, 2017** — [Verimatrix](#), the specialist in securing and enhancing revenue for network-connected devices and services, today announced that Malaysia-based digital entertainment group WebTVAsia has deployed the Verimatrix Video Content Authority System (VCAS™) for Internet TV as the underlying framework for its video-on-demand (VOD) service. From its own managed platform, WebTVAsia delivers highly engaging millennial-focused premium content over the top (OTT) to multiple countries in Asia. Award winning and independently audited, VCAS for Internet TV addresses the company's core technical requirements and enables future opportunities for growth.

"Securing our OTT platform with Verimatrix presents an exciting opportunity to capture the ever-growing Asian millennial space, estimated to be 1 billion users by 2020. Over the last 4 years, we have built one of the largest YouTube networks in Asia with 80 million subscribers and 2 billion monthly views," said Fred Chong, Group CEO at WebTVAsia. "We invested in the flexible VCAS architecture because it will scale with us as we continue to penetrate multiple Asian markets, eventually expanding to equip us with set-top box compatibility and in-depth analytic capabilities."

WebTVAsia's VOD service is offered using a free-to-view fee structure, relying on advertising to generate its significant revenue streams. Advertising capabilities are supported by Verimatrix partner Vector International, a system integrator that specializes in helping clients maximize ROI on their digital infrastructure and assets. This partnership was also key to WebTVAsia's selection of Verimatrix.

"Consumer trends in the East Asia and South East Asian streaming video market have presented WebTVAsia with the very unique and difficult challenge of generating revenue from a completely free business model," said Steve Oetegenn, president of Verimatrix. "Verimatrix is WebTVAsia's partner of choice because of our proven abilities and flexible licensing options, as well as our network of strategic alliances which includes Vector. We look forward to helping WebTVAsia expand its subscriber base and achieve new opportunities to monetize services."

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 WebTVAsia**

WebTVAsia is one of Asia's fastest growing digital media entertainment groups with diversified businesses across feature films, TV co-production, music creation, artiste development, event management, video intelligence, digital marketing and a YouTube-certified video network hitting 6 billion minutes or 2 billion views watched by 80 million millennials monthly. Established in 2014, its regional presence includes offices and subsidiaries in China, Korea, Japan, Taiwan, Hong Kong, Vietnam, Thailand, Malaysia, Singapore and Indonesia. It is also famed for its annual showpieces the WebTVAsia Awards and Viral Fest Asia music festival which command a social media reach of 250 million worldwide.

### **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.