



**San Diego – Mar. 9, 2018** — [Verimatrix](#), the specialist in securing and enhancing revenue for network-connected devices and services, today announced that StreamMark®, its server-side forensic watermarking solution, has received the 2018 Cablefax Tech Award for Overall Tech Innovation. The annual competition serves to recognize outstanding products, strategy, implementation and people in broadcast, cable and digital technology. This is the second consecutive year that Cablefax Tech Awards have named Verimatrix a winner.

StreamMark stood out from the competition because it enables new business models and revenue opportunities for high-value content, including UHD/4K. Through a highly efficient server-side process, it embeds robust, secure and imperceptible watermarks in digital content offered through early release window (ERW) Premium Video-on-demand services delivered to all device categories, including retail STBs, tablets, PC/Macs, and mobiles. This critical protection combats revenue loss from premium services and ensures that illegitimate streams can be identified and traced back to the source.

“StreamMark is worthy of this innovation award because it offers a simple solution to a specific problem. The timing of ERW Premium VOD streaming makes it inherently vulnerable to piracy, so Verimatrix worked closely with studios for several years to create this proven solution which satisfies MovieLabs’ specification for Enhanced Content Protection,” said Steve Oetegenn, president of Verimatrix. “StreamMark’s highly-efficient and powerful capabilities keep providers of premium content protected – and they can do so without any integration with, or modification to, client devices.

Verimatrix is a global leader in the practical application of forensic video watermarking solutions, which enable pay-TV business models that feature high-value programming, including UHD/4K, Premium VOD and live sports content. StreamMark is just one component of its range of flexible CAS/DRM, watermarking and analytics solutions offered to secure and monetize today’s premium content services and the latest delivery methods. [Visit the website](#) to learn more about forensic watermarking solutions from Verimatrix.

The annual Cablefax Tech Awards were open to all tech vendors, cable networks and MSOs in North America, and finalists were determined by the staff of Cablefax Daily and Cablefax: The Magazine. Award winners and honorable mentions were

announced at the Cablefax Awards Luncheon in New York. View the full list of awards and recipients [here](#).

### **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.

