verimatrix
DRIVING TRUST

Safeguard and grow revenues with frictionless security.

Content owners harness the power of Verimatrix technology to delight their subscriber base.

Verimatrix Content Owners

MARKET BRIEF

BY THE NUMBERS

39%

Increase in video and mobile gaming consumption in 2020.
Source: Forbes, September 26, 2020

47%

Increase in streaming services consumption in 2020.
Source: Forbes, September 26, 2020

35%

Percent of U.S. adults who said they subscribe to multiple paid video streaming services in order to access original content exclusive to streaming platforms.
Source: Statista, January 13, 2021

29%

Percent of U.S. adults who said they subscribe to multiple paid video streaming services in order to replace other more expensive TV services.
Source: Statista, January 13, 2021

SOLVE CONTENT SECURITY CHALLENGES FOR PAY TV, OTT & BROADCAST

As new content services emerge, viewer consumption habits change as well. Content owners are expected to deliver a multi-network, multi-screen offering across many different consumer devices. Premium content, live streaming events and an easy user experience have become prerequisites to attract new and retain subscribers.

Prevent Piracy and Safeguard Revenue

Video piracy is expected to cost service providers worldwide upwards of $60 billion in lost revenue by 2022 according to a report issued by Parks Associates.* Verimatrix Watermarking protects content distribution with imperceptible, forensic-grade security to help you track the source of piracy, protect your revenue streams and meet studio-compliance requirements.

Balance Security and User Experience

When it comes to OTT platforms, consumers value user experience just as much as the premium content they crave. Effortless and invisible security solutions are key to satisfying and retaining subscribers.

Verimatrix TV Everywhere Authentication simplifies the complex web of connections between the system that video service operators manage and the content that owners provide, as well as the distribution of that content to consumer devices. Streamlining secure subscriber authentications with one single integration is what Verimatrix does best.

Deliver Premium Content on All Devices and Platforms

Content consumption is no longer confined to the living room TV. As video technology evolves, service providers must deliver and keep content secure across all devices and platforms. Verimatrix Multi-DRM and VCAS solutions solve issues of fragmentation and offer seamless viewing experiences on any device.

Turn Data into Actionable Insights

Video service operators need insightful data to drive business decisions. Verimatrix Analytics reveals real-time and historical data to give you a deep understanding of content consumption and viewing behaviors, identify opportunities to increase viewer engagement and revenue, optimize content-cost performance and reduce costly subscriber churn.

Industry-Leading Customer Support

Benefit from award-winning 24/7/365 worldwide customer support. With a customer satisfaction score of 99% and four prestigious Stevie® Awards for Excellence in Customer Service, you can trust that your partnership will be valued.

Driving Trust for 20 Years with Friendly Security

As industry experts with two decades of experience, many of the world's largest organizations trust Verimatrix with their content.

Modern, Friendly Content Security Solutions

Verimatrix Multi-DRM Solutions
Enable a frictionless user experience by implementing a solution that is compatible with PlayReady, Widevine and FairPlay.

Verimatrix VCAS Solutions
Simplify the transition from broadcast to multi-network and get started in just one day with easily integrated solutions to enhance content security.

TV Everywhere Authentication
Streamline the authorization process with a single integration to secure subscriber authentications across devices for a frictionless experience.

Analytics
Monitor real-time video data and uncover historical business intelligence to guide informed decisions and reduce subscriber churn.

Watermarking
Detect and deter piracy with imperceptible watermarking that offers both client-side and server-side solutions for premium content.

About Verimatrix

Verimatrix (Euronext Paris: VMX) helps power the modern connected world with security made for people. We protect digital content, applications, and devices with intuitive, people-centered and frictionless security. Leading brands turn to Verimatrix to secure everything from premium movies and live streaming sports, to sensitive financial and healthcare data, to mission-critical mobile applications. We enable the trusted connections our customers depend on to deliver compelling content and experiences to millions of consumers around the world. Verimatrix helps partners get to market faster, scale easily, protect valuable revenue streams, and win new business. To learn more, visit www.verimatrix.com.

CONTACT US

Verimatrix Headquarters
Impasse des carrés de l'Arc
Rond-point du Canet
13590 Meyreuil , France
Tel: +33 4 42 905 905

Verimatrix USA
6059 Cornerstone Court West
San Diego, CA 92121-3713
United States
Tel:+1 858 677 7800

Verimatrix Germany
Fraunhoferstr. 7 85737
Ismaning, Germany
Tel: +49 89 55265 100
Fax: +49 89 55265 101

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