



**Amsterdam, IBC 2016 (Booth #5.A59), 22 Aug. 2016** –[Verimatrix](#), the specialist in securing and enhancing revenue for multi-network, multi-screen digital TV services around the globe, will illustrate how security solutions are at the core of all key monetization strategies for the pay-TV and Internet video service markets at IBC 2016, 9-13 Sept. 2016 at the RAI Convention Centre (booth #5.A59). Throughout the show, the company will highlight its role in revenue enablement and protection across major industry trends, including premium ultra HD (UHD) deployments, app enablement for over-the-top (OTT) video, high-integrity video analytics and the extension into Internet of Things (IoT) applications.

“Becoming a next-generation video operator involves raising the bar across a range of key service dimensions that involve security. Our expertise in the secure delivery of video to any device over any network against any threat has made our role within the partner ecosystem very valuable for operators to more easily take advantage of these opportunities,” said Tom Munro, CEO of Verimatrix. “At IBC, we look forward to reinforcing the benefits of a comprehensive revenue security platform at the core of any next-generation video services deployment.”

Booth demonstrations will showcase how Verimatrix can enhance revenue security by taking more proactive approaches to combat revenue threats and identify emerging opportunities that can further monetize their business. Highlighted solutions and services include:

### **Verspective™ Operator Analytics**

As a follow up to the launch of [Verspective™ Operator Analytics](#), Verimatrix will be announcing the availability of a “quick start” evaluation package designed to help operators quickly realize the full potential of their video data and the benefits for multiple departments across the organization. The Verspective Analytics solution will also be on display at the booth, demonstrated alongside key partners Genius Digital and ThinkAnalytics, to show the power of combining different sources of video data including CDN, VOD and linear streams. Verspective Operator Analytics has been shortlisted for the 2016 CSI Awards in the Best data & analytics innovation category.

### **VCAS Ultra™**

The Verimatrix VCAS Ultra solution has been bolstered by additional features within the core offering, including the integration of the VideoMark™ Live profile, which will be demonstrated at the booth. A complement to established forensic watermarking methods, the VideoMark Live profile is specifically designed to protect valuable live linear content against real-time re-broadcasting threats. It can be combined with the content discovery and video capture technologies from Friend MTS to provide

powerful automation in the rebroadcasting control process. This latest version of the VideoMark solution has also been shortlisted in the 2016 CSI Award program for the Best ultra HD TV technology category.

In addition, Verimatrix is now offering Verspective Monitoring services as part of the VCAS Ultra bundle. Verspective Monitoring provides a local, cloud-based system for operators to proactively monitor its VCAS system for threat analysis, performance, resource usage, and network integrity.

### **MultiRights™ OTT**

As the functionality of OTT delivery platforms evolves, the solution has gained traction from operators and online video publishers (OVPs) evaluating their multi-DRM options, seeking the freedom to choose the right security approach across all devices.

In a recently developed white paper, Frost & Sullivan analyzes the true costs and complexities of building in-house multi-DRM programs and compares them to implementing preconfigured solutions like MultiRights. Copies of "[Total Cost of Ownership: The Key Metric for Multi-DRM Strategy](#)" and more information about an upcoming webinar on this topic will be available at the booth.

### **IoT Security**

Members of the Verimatrix executive team will also be on hand to discuss the findings from "[Selecting the Right Partner for Securing the Internet of Things](#)," a brand-new white paper developed with ABI Research that highlights the parallels of securing IoT applications with video delivery content.

Verimatrix is also supporting a number of key industry events during the show:

- *Rethinking the world of online TV: Competition or co-opetition?*– Friday, 9 Sept. at 18:00 hrs at the West India House.  
Verimatrix is sponsoring this Videonet event to further the debate on the best strategies that will propel the next-generation video services platform – one that consumers are willing to pay for. To register your spot at the dinner event, [click here](#).
- *2016 CSI Awards ceremony* – Fri. 9 Sept. at 18:00 hrs in room E102 at the RAI.  
Verimatrix has been shortlisted in two categories for its Verspective Operator Analytics and VideoMark Live solutions. Winners will be announced at the ceremony.
- *4K 4Charity Fun Run* – Sat. 10 Sept. at 7:30 hrs at Amstelpark.  
Team Verimatrix is proud to be continuing its support of this annual event that will benefit global charitable organization Heifer International and local Amsterdam charity Jeugdsportfonds.

For additional information about Verimatrix's presence during IBC 2016 or to book an appointment, please visit [www.verimatrix.com/ibc2016](http://www.verimatrix.com/ibc2016).

### **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 enable 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](http://www.verimatrix.com), our [Pay TV Views blog](#) and follow us [@verimatrixinc](#), [Facebook](#) and [LinkedIn](#) to join the conversation.