

DNA Deploys Integrated Booxmedia and Verimatrix Solution for OTT Video Service

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Finland's Largest Cable and Terrestrial Pay TV Operator Upgrades OTT Platform to Secure Broader Premium Content Library

Helsinki, Finland & San Diego, USA, 28 July 2015 - Finnish technology company [Booxmedia](#), part of the Amino group, and [Verimatrix](#), the specialist in securing and enhancing revenue for multi-network, multi-screen digital TV services around the globe, today announced that DNA has upgraded its successful over-the-top (OTT) video service, DNA TV, with Booxmedia's OTT platform, which is now secured by the Verimatrix Video Content Authority System ([VCAS™ for Internet TV](#) solution).

The integrated cloud-based TV platform from Amino's Booxmedia and Verimatrix enables DNA to offer more premium, paid content for customers across multiple devices, including tablets and smartphones.

Mikko Saarentaus, DNA Director of Entertainment Business Management comments: "Offering a broader content portfolio to the users of DNA TV is a core part of our entertainment strategy. As a result of the integration of Booxmedia's OTT and Verimatrix's DRM solutions we are now able to provide a wider entertainment offering and new services, such as the CMORE Play Subscription-Video-on-Demand (SVOD) library, to our customers in Finland."

"Booxmedia has completed iOS, Android and browser-based integrations with market-leading revenue security solutions from Verimatrix, and can now deliver OTT content securely to multiple screens," says Booxmedia CEO Jukka Sintonen. "At Booxmedia, we've enjoyed a successful OTT multi-screen collaboration with DNA since 2012, and we're excited to extend our collaboration with a proven revenue security platform from Verimatrix," Sintonen says. "Verimatrix has partnered with our parent company Amino on many integrations globally and we're pleased to be extending this relationship to this exciting and innovative cloud TV deployment," he adds.

The new deployment in Finland is also welcomed by Verimatrix. "As OTT video delivery matures and customer appetite for content on multiple screens increases, service providers are looking to deploy more sophisticated services with premium content to maintain a competitive edge," says Verimatrix President Steve Oetegenn. "Booxmedia has demonstrated its ability to scale cloud-based video delivery, and now through our partnership, we can also secure live and on-demand premium content on the subscriber's device of choice."

In addition to managing the technology integration, Amino's Booxmedia has also revamped DNA TV's user interface, with fresh graphics and an improved user experience.

About DNA

DNA Ltd is a Finnish telecommunications group providing high-quality voice, data and TV services for communication, entertainment and working. DNA is Finland's largest cable operator and the leading pay TV provider in both the cable and terrestrial networks. For DNA, the key area for growth in the Corporate Business is the new way of working, independent of time and place, facilitated by smart mobile devices, diverse communication services and rapid connections. In 2014, DNA recorded a turnover of EUR 833.5 million and an operating profit of EUR 27.6 million. DNA Ltd has more than 3.5 million mobile communications and fixed network customer subscriptions. The Group also includes DNA Store, Finland's largest retail chain selling mobile phones. For more information, please visit www.dna.fi, Twitter [@DNA_fi](#) and Facebook.

About Booxmedia

Founded in 2009, Booxmedia offers Europe's leading scalable and high-performance cloud TV solutions for telecom operators and media companies. Booxmedia's comprehensive solutions cover media encoding, transcoding, recording, streaming and the ability to download all the ordering and payment options, as well as all major platforms like Apple iOS, Android, Windows Phone, web browser, game consoles or smart TVs. Booxmedia technology has been developed to share safely and reliably television content to any Internet connected terminal device and use the service tens of thousands of consumers in Finland alone. In May 2015, Booxmedia was acquired by [Amino Technologies](#) plc, the leading IPTV/OTT solutions provider.

About Verimatrix

[Verimatrix](#) specializes in securing and enhancing revenue for multi-network, multi-screen digital TV services around the globe. The award-winning and independently audited Verimatrix Video Content Authority System ([VCAS™](#)) and [ViewRight®](#) solutions enable cable, satellite, terrestrial, IPTV and OTT operators to cost-effectively extend their networks and enable new business models. As the established leader in cardless security solutions, the company has leveraged its innovative [3-Dimensional Security approach](#) to provide harmonized rights for premium content delivery to a range of devices over new hybrid network combinations. Maintaining close relationships with major studios, broadcasters, industry organizations, and its unmatched partner ecosystem enables Verimatrix to provide a unique perspective on digital TV business issues beyond content security as operators seek to deliver compelling new services. For more information, please visit <http://www.verimatrix.com>, our [Pay TV Views](#) blog and follow us at [@verimatrixinc](#) and [LinkedIn](#) to join the conversation.