IneoQuest Technologies and Verimatrix Partner to Simplify Online Video Quality Assurance

IneoQuest Integrates Verimatrix ViewRight Web into IQDialogue ASM to Expand Monitoring Capabilities for Multiscreen and OTT CDN traffic

MANSFIELD, MA – IneoQuest Technologies, the globally deployed leader in video analytics and service assurance solutions, today announced its partnership with Verimatrix, the specialist in securing and enhancing revenue for multi-network, multi-screen digital TV services around the globe. With this partnership, IneoQuest has integrated the *Verimatrix ViewRight® Web security client* into the latest release of its award winning adaptive bitrate (ABR) video monitoring probe, *IQDialogue ASM*, expanding its monitoring capabilities for multi-screen and over-the-top (OTT) video services.

Through this integration with Verimatrix, IneoQuest becomes the first commercial video analytics and service assurance provider offering the ability test, monitor and validate the quality of conditional access (CA) and digital rights management (DRM)-protected video streams in a multi-screen/OTT environment. Authenticated IQDialogue devices are able to receive, decrypt and validate ABR video streams protected by the widely adopted *Verimatrix Video Content Authority System (VCAS™) for Internet TV* security solution. The implementation of *ViewRight Web* into release 3.1 of *IQDialogue ASM* provides quality of experience (QoE) monitoring to compare asset performance throughout the content delivery network (CDN) infrastructure.

The *Verimatrix ViewRight Web client* is a robust package of portable code that implements the VCAS content security functions in client devices enabled for HTTP Live Streaming (HLS) and ABR streaming video services. It is an integral component of the *VCAS for Internet TV* solution.

"As we searched for ways to simplify the quality verification of protected content for our customers, collaboration with an industry leader was an obvious imperative. Verimatrix quickly landed on the top of our collaborator list," said Calvin Harrison, president and CEO at IneoQuest. "Verimatrix places a high priority on consistent service quality and we applaud their efforts to ensure optimum customer experience while also ensuring revenue security. We are excited about this partnership's potential to improve the viewer experience of protected, CDN-delivered video"

Verimatrix is the first revenue security vendor to integrate its technology into a video quality assurance and monitoring solution, offering customers a comprehensive solution for both protected and open video content. Service providers using Verimatrix now exclusively have the ability to verify, monitor, and validate protected adaptive video assets throughout the complex distribution network infrastructures that have evolved in the OTT world.

"Our collaboration with IneoQuest offers our joint customers a substantially more complete solution in terms of monitoring, test and optimization of secure video streaming services," said Steve Oetegenn, president, Verimatrix. "Our integrated solution enables operators to not only validate encrypted streams but to better understand the video within those streams for enhanced QoE and more robust revenue protection."

To learn more, IneoQuest (booth 1625) and Verimatrix (booth 1723) will be presenting demonstrations of their solutions at the INTX show in Chicago this week.

About IneoQuest Technologies

With over 600 global customers, IneoQuest is the globally deployed leader in video analytics and service assurance solutions that enable video providers to monetize the video experience. IneoQuest's solutions monitor, analyze and optimize video – independent of the screen or network – with end-to-end visibility into every subscriber, viewing experience, and channel. IneoQuest gives customers the ability to monetize the video experience through verifying and assuring the quality of every viewing experience, understanding and expanding their subscriber base, and growing their returns on capital investments and digital assets. Clients include service providers, broadcasters, content providers, government, equipment manufacturers and enterprises. IneoQuest is an ISO 9001:2008 certified company. For more information, visit www.ineoquest.com.

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, standards organizations and its unmatched partner ecosystem enables Verimatrix to provide a unique perspective on video business issues beyond content security as operators introduce new services to take advantage of the proliferation of connected devices. Verimatrix is an ISO 9001:2008 certified company. For more information, please visit www.verimatrix.com, our Pay TV Views blog and follow us at @verimatrixinc, Facebook and LinkedIn to join the conversation.