

# LATTO and Verimatrix Partner to Offer Secure and Premium OTT Monetization Platform

calendar\_today May 18, 2015

## Innovative OTT Solution Provides Service Providers and Broadcasters a Responsive Business Management Platform with Enhanced Revenue Security

TEL AVIV, Israel - [LATTO](#), a leading provider of cloud based business management solutions for multi-screen video, today announced it has partnered with [Verimatrix](#), the specialist in securing and enhancing revenue for multi-network, multi-screen video services around the globe, to bring a mutual over-the-top (OTT) video solution to market. The solution takes advantage of the synergy between the two companies' technologies and provides a secure content and device lifecycle process combined with innovative monetization tools across screens.

The unique solution enables new business models, allowing service providers and broadcasters to turn their video service into a revenue-generating business while ensuring that content is delivered exclusively to an authorized subscriber.

As part of the integrated solution, the [LATTO Sales Engine](#) will facilitate dynamic management of complex business rules allowing to capture and analyze the relevant data of users, content and devices in real time and respond with the right monetization tool instantaneously.

The "out of the box" and full featured device applications offer a personalized and easy-to-use user interface providing a competitive edge in the fast paced online video space.

To ensure robust revenue security, LATTO has integrated [Verimatrix Video Content Authority System \(VCAS™\)](#) for Internet TV, which features multi-format support for OTT services across multiple network types. The multi-screen video player encompasses the capability to license, securely distribute and protect playback of multimedia content across any device.

Alon Lavi, Co-Founder and CTO of LATTO said: "In today's highly consumer driven online video market, it's more important than ever for service providers and broadcasters to provide subscribers with premium live and VOD content. We understand how sensitive and important the relationships to networks and studios are when it comes to revenue security. Therefore we are excited to partner with Verimatrix to provide an innovative platform that offers our clients the high standard of revenue security across devices that they require to support new business models."

"Today's online video landscape is rapidly changing", says Steve Oetegenn, President, Verimatrix. "Broadcasters and service providers are challenged to provide their end users with an innovative entertainment experience, while at the same time, maximizing the monetization of their video assets. We chose to partner with LATTO since their monetization engine increases end users engagement, and helps generate additional revenues."

### About LATTO:

LATTO offer a cloud-based OTT business management platform for efficiently monetizing online media assets across devices. LATTO's Sales Engine facilitates dynamic management of complex business rules in real time fitting any business model such as SVOD, TVOD and AVOD. The innovative revenue-, offer- and relationship management solutions and personalized, easy-to-use user interface provide a competitive edge in the fast paced online video space.

For more information please visit [www.latto.tv](http://www.latto.tv) and follow us on [Facebook](#), [LinkedIn](#), [Google +](#) and [Twitter](#)

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