

Swisscom and Verimatrix Receive Top Honors at Videonet Connected TV Awards 2015

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Companies Recognized for Efforts to Ensure Robust Revenue Security for the Swisscom 2.0 Android-based TV Service

Berne, Switzerland and San Diego — [Swisscom](#), the leader of the Swiss digital TV market, and [Verimatrix](#), the specialist in securing and enhancing revenue for multi-network, multi-screen digital TV services around the globe, are honored to announce that they have been recognized in the Best TV/Video Service Update or Launch category in the [Videonet Connected TV Awards 2015](#) for the landmark deployment of Swisscom TV 2.0. The effective integration of the [Verimatrix Video Content Authority System \(VCAS™\) for IPTV](#) enabled Swisscom to achieve a smooth upgrade from a first generation IPTV system to a highly competitive multi-network and multi-screen service. The company has also given itself the flexibility to introduce a unified security architecture covering multiple devices and DRMs beyond the managed network.

Swisscom is the number one digital TV provider in Switzerland, and its TV 2.0 service offering offers integrated live and seven-day replay services for more than 250 channels via an advanced Android-powered set-top box (STB). The Swisscom TV 2.0 Android IPTV STB features Marvell's ARMADA® 1500 Plus (88DE3108) system-on-chip (SoC) and is integrated with VCAS for IPTV to enable the secure delivery of live and catch-up video services over Swisscom's managed IP-based network.

"We selected Verimatrix not only because of its proven ability to protect the largest service offerings in the industry, but also because we trusted the company to support an IPTV platform that integrated security standards into the deeper Android layer," said Swisscom Head of TV Development and Technology Peter Fregelius. "We couldn't be more satisfied with the result; the improved user experience has been widely recognized, even though the underlying technology remains invisible to Swisscom customers."

"Winning the Connected TV Award for our collaboration with Swisscom reinforces how a best-of-breed platform can be implemented using an Android-based, hybrid adaptive streaming/multicast approach with the highest levels of revenue security," said Steve Christian, SVP of Marketing, Verimatrix. "Swisscom selected VCAS for IPTV to protect the broad range of linear TV delivered over UDP to set-top boxes on the new platform, and together we were able to achieve a smooth upgrade from a first generation IPTV system to a highly competitive multi-network and multi-screen service."

The Videonet Connected TV Awards embrace everything that is bold, innovative and timely in the television industry, rewarding the efforts of content owners and broadcasters, platform operators, online service providers, network owners, the advertising industry and their technology and solutions providers. The fourth annual awards were overseen by Videonet, judged by a panel of independent judges and presented in a ceremony on June 24, 2015, at Connected TV Summit in London.

For more information about the business and technology decisions Swisscom made to build multi-device middleware for the set-top box environment, [download the case study](#).

About Swisscom

Swisscom is Switzerland's leading telecom provider with its headquarters in Ittigen, close to the capital city, Berne. With over 20,000 employees it generated net revenue of CHF 11.7 billion in 2014. Swisscom is one of the most sustainable companies in Switzerland and Europe.

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.

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