

Verimatrix Documents the Increasing Role of Watermarking in Revenue Security at SMPTE 2015

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VP of Advanced Technology Niels Thorwirth to Present on Recent Advances and Applications in Forensic Watermarking to Protect UHD Content

SMPTE 2015 Annual Technical Conference, Hollywood – Oct. 22, 2015—[Verimatrix](#), the specialist in securing and enhancing revenue for multi-network, multi-screen digital TV services around the globe, today announced its upcoming presence at Society of Motion Picture & Television Engineers (SMPTE) 2015 Annual Technical Conference & Exhibition in Hollywood, Oct. 26-29. VP of Advanced Technology Niels Thorwirth will present recent advances in the scope and role of digital watermarking and its increasing impact in video security, user behavior tracking, and the latest deployments in ultra HD (UHD) video services.

Thorwirth's presentation, "Enabling Watermarking in a Diverse Content Distribution Infrastructure," will showcase his paper that explores the different scenarios for forensic watermarking, and practical solutions for a range of delivery networks, from DVB with one-way communication to adaptive bitrate (ABR) streaming with different integration workflows, on Oct. 27 at 4:45 pm during the Tracking Digital Content track in Salon 1.

Until recently, digital watermarking has often been an afterthought in design, creating a challenging environment to integrate and distribute digital watermarks, particularly within a multi-screen, multi-network architecture. Thorwirth will highlight the considerations for deploying a scalable process for watermarking embedding, including tradeoffs between client-side and server-side watermarks and show feasible implementation scenarios for a broad range of content delivery methods.

This year's SMPTE 2015 Annual Technical Conference & Exhibition in Hollywood is a three-day event that will showcase a breadth of symposium topics such as virtual and augmented reality, unique networking opportunities and overall insight into the future of the motion imaging industry. To learn more, visit <https://www.smpete.org/ATC>.

To book an appointment with Thorwirth and learn more about the Verimatrix watermarking solution, VideoMark™, [please visit our website](#).

About the Society of Motion Picture and Television Engineers® (SMPTE®)

The Oscar® and Emmy® Award-winning Society of Motion Picture and Television Engineers® (SMPTE®), a professional membership association, is a leader in the advancement of the art, science, and craft of the image, sound, and metadata ecosystem, worldwide. An internationally recognized and accredited organization, SMPTE advances moving-imagery education and engineering across the communications, technology, media, and entertainment industries. Since its founding in 1916, SMPTE has published the SMPTE Motion Imaging Journal and developed more than 800 standards, recommended practices, and engineering guidelines.

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 [@verimatrixinc](#), [Facebook](#) and [LinkedIn](#) to join the conversation.