

# Verimatrix Provides Enhanced Revenue Security for Telefónica's Movistar TV

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## Flexibility of VCAS for IPTV Makes it Ideal to Protect Multiple Viewing Devices for Leading Spanish IPTV Service

**San Diego, Calif. – 11 Feb. 2015** – [Verimatrix](#), the specialist in securing and enhancing revenue for multi-network, multi-screen digital TV services around the globe, today announced that Telefónica, one of the largest telecommunications companies in the world, has deployed the [Verimatrix Video Content Authority System \(VCAS™\) for IPTV](#) to provide enhanced revenue security for its Movistar TV, part of the Fusión service which features the most complete and varied telecommunications services and television content offering in Spain.

VCAS for IPTV currently ensures revenue security for the premium channels offered through the Movistar TV service; however, in the future, VCAS will also easily scale to protect the entire offering. Movistar TV currently has two million subscribers in Spain alone.

As the top-ranked IPTV content protection solution, VCAS for IPTV enables the secure delivery of linear TV and on-demand video services over Telefónica's managed IP-based network, and offers a solid upgrade platform for Telefónica to cost-effectively extend its competitive advantage. VCAS for IPTV has been integrated into Telefónica's diverse set-top box (STB) and SmartTV offering, featuring models by ADB, Arris, Zyxel, and Samsung. The solution provides robust protection for both legacy STBs, SmartTVs and future STBs, and has also been also integrated with Telefónica's existing back office systems. The integration effort has been led by Alcatel Lucent.

"Verimatrix is widely regarded as the leader in revenue security," said Roberto Campo, director of the Service Development Residential segment at Telefónica. "The company's reputation for excellence and innovation were top of mind when it came time to choose a reliable revenue protection solution for our Movistar service offering. We anticipate many advantages and cost efficiencies as a result of deploying VCAS for IPTV as it affords us the flexibility to use one solution for both legacy and future STBs, as well as the ability to deploy multiple DRMs under a unified security head-end."

VCAS for IPTV is a fully integrated component of the VCAS architecture, which enables secure video delivery across a broad range of networks and device types. VCAS for IPTV offers flexibility in the choice of client devices, broad middleware interoperability and proven scalability. For seven straight years, Verimatrix has been ranked number one globally in IPTV content protection and DRM by market research firm SNL Kagan.

"Innovative operators such as Telefónica require a robust revenue security solution to protect their valuable content assets," said Steve Oetegenn, president, Verimatrix. "Having been successfully deployed by more than 500 operators, VCAS for IPTV is well suited to protect even the largest, most popular service offerings, such as Telefónica's Movistar TV. In addition, the VCAS solution is both flexible and scalable, enabling Telefónica to easily enhance their security coverage should they expand their network."

### About Telefónica

Telefónica is one of the largest telecommunications companies in the world in terms of market capitalisation and number of customers. From this outstanding position in the industry, and with its mobile, fixed and broadband businesses as the key drivers of its growth, Telefónica has focused its strategy on becoming a leading company in the digital world. The company has a significant presence in 24 countries and a customer base that amounts more than 323 million accesses around the world. Telefónica has a strong presence in Spain, Europe and Latin America, where the company focuses an important part of its growth strategy. Telefónica is a 100% listed company, with more than 1.5 million direct shareholders. Its share capital currently comprises 4.551.024.586 ordinary shares traded on the Spanish Stock Market (Madrid, Barcelona, Bilbao ad Valencia) and on those in London, New York, Lima, and Buenos Aires.

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