# Verimatrix and Broadcom Collaborate to Ensure Robust Revenue Security for UHD Video Services

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## VideoMark Forensic Watermarking Technology Integrated onto Broadcom's Ultra HD SoCs

Las Vegas, CES International 2015 – Verimatrix, the specialist in securing and enhancing revenue for multi-network, multi-screen digital TV services around the globe, today announced a collaboration with Broadcom Corporation to provide a comprehensive revenue security solution for ultra high definition (UHD) video services. As a key component of that effort, the Verimatrix VideoMark™ forensic watermarking technology is now being introduced as an embedded security subsystem in Broadcom's Ultra HD system-on-chips (SoCs).

Hardware-based VideoMark watermark insertion enables compliance with the recent MovieLabs UHD premium service delivery requirements. Verimatrix technology ensures that the efficiency of core SoC level support is paired with a flexible robust payload management and delivery solution to provide a robust session specific forensic content tracking solution. Such an approach offers many advantages, including streamlined set top box (STB) and smart TV integration, and the elimination of head-end video pre-processing requirements.

VideoMark securely, robustly and imperceptibly embeds identifying session specific payload information within high value media content at the point of consumption. The embedded data can help establish a virtual "chain of custody" for content that accurately pinpoints the source of unauthorized copies, and provides a valuable deterrent in the fight against piracy.

"Broadcom is a trusted member of the Verimatrix partner ecosystem, and we are delighted to collaborate with them to complete the picture of our VCAS Ultra™ solution offerings," said Petr Peterka, CTO, Verimatrix. "The introduction of UHD/4K video services is serving as a catalyst for operators and content owners alike to revisit their revenue security strategies. Together with Broadcom, we have developed an integrated multi-layer security architecture that will not only enhance the revenue security of premium content, but also help make the STB integration process more efficient."

"Verimatrix VideoMark technology complements Broadcom's industry-leading Ultra HD SoCs security features," said Rich Nelson, Senior Vice President, Broadband & Connectivity, Broadcom. "Our teams worked closely together to deliver a highly-secure, hardware-based watermarking solution and we are very pleased to be able to demonstrate the results of that effort."

Verimatrix and Broadcom are showcasing the integrated solution in Broadcom's booth MP25667 at CES, January 6-9, 2015 in Las Vegas.

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.