

# Verimatrix and Genius Digital Partner to Bring New Dimension of Analytics to Globally Interconnected Revenue Security

calendar\_today Sep 11, 2015

## Audience Analytics and Secure Data Aggregation Tools Provide New Level of Intelligence to Reduce Churn and Create New Revenue Streams

**Amsterdam, IBC 2015, 11 Sept. 2015** –[Verimatrix](#), the specialist in securing and enhancing revenue for multi-network, multi-screen digital TV services around the globe, today announced a partnership with Genius Digital, the experts in audience analytics. As a result of the collaboration, the secure data collected via the Verimatrix [Verspective™ Intelligence Center](#) will be enhanced with Genius Digital's Insight Platform to help operators reduce subscriber churn and create new revenue streams with valuable return path data.

The capability will be offered as part of Verspective™ Analytics, a key new service offering of the Verspective Intelligence Center that leverages the inherent power in globally interconnected instances of the Verimatrix Video Content Authority System ([VCAS™](#)) to aggregate data, and helps operators harness the power of detailed yet secure, subscriber behavior and usage visibility.

The partnership is aimed at helping operators securely leverage data and analytics to reduce churn and accurately pinpoint its causes, on a globally interconnected scale. Both companies offer unique insights into big data and its associated analytics, with Genius Digital specializing in the analysis of viewing data to turn insight into actions to reduce churn, optimize targeting strategies and profitably launch new services. Through Verspective, Verimatrix can provide an additional layer of important data that operators and their monitoring systems are otherwise unable to obtain.

"As additional data becomes available from partners throughout this globally interconnected ecosystem, operators are better able to entice customers on the verge of churning to stay," said Tom Weiss, CEO, Genius Digital. "There are many benefits to collaborating and sharing data across the ecosystem – the sum of our data and analysis is greater than all of its parts. We are excited to collaborate with Verimatrix and define the future of pay-TV analytics."

Through Verspective, Verimatrix can provide an additional layer of important data that operators and their monitoring systems are otherwise unable to obtain. Because of its "preferred real estate" in the network and devices, VCAS revenue security solutions provide a unique capability to gather data—from secure data streams to secure data storage, as well as other infrastructure components.

"We are excited to partner with Genius Digital in this emerging field of analytics. By working with partners in the various analytics sectors, we are able to better provide operators with access to secure and, yet comprehensive, analytics," said Steve Oetegenn, president, Verimatrix. "By leveraging our respective strengths, we are able to provide meaningful insights to improve the overall experience for subscribers, driving loyalty and combating churn."

Verimatrix will demonstrate Verspective™ Analytics at IBC 2015, 11-14 Sept 2015 at the RAI Convention Centre (booth #4.A59). In addition, experts from the company will also be on hand to share key findings from the fourth installment of its popular Software Empowered Operator e-book series, entitled "Getting a 'Verspective' on Secure Multi-Screen Analytics." The e-book is available for download at [www.verimatrix.com/swempowered4](http://www.verimatrix.com/swempowered4).

### About Genius Digital

Genius Digital turns data into actions so TV operators can build more compelling and profitable services. The company helps TV, Cable, Satellite and OTT service providers gain a deep understanding of real-time audience activity across any platform and device. With the Genius Digital Insight Platform, TV providers can build, test and adapt compelling new services to delight their subscribers.

Genius Digital was formed by TV industry veterans Jonathan Sykes and Tom Weiss to focus on helping operators use data to optimize services and maximize value from the connected consumer.

GfK has recently made a strategic investment with Genius Digital. GfK, is the trusted source of relevant market and consumer information that enables its clients to make smarter decisions. More than 13,000 market research experts combine their passion with GfK's 80 years of data science experience. This allows GfK to deliver vital global insights matched with local market intelligence from more than 100 countries. By using innovative technologies and data sciences, GfK turns big data into smart data, enabling its clients to improve their competitive edge and enrich consumers' experiences and choices. For more information about Genius Digital, please visit [www.geniusdigital.tv](http://www.geniusdigital.tv)

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