

## Vuclip's Subscription Video on Demand Platform Is Now Integrated with the Verimatrix VCAS Revenue Security Solution

Milpitas, CA - [Vuclip](#), the leading premium mobile video on demand (VOD) service for emerging markets, today announced a partnership with [Verimatrix](#), the specialist in securing and enhancing revenue for multi-network, multi-screen video services around the globe, to power a new tier of secure premium video on demand services to emerging markets. The partnership and collaboration between these two market leaders is the first of its kind to configure, integrate and deploy a secure premium video on demand service tailored to the unique characteristics of emerging markets.

For consumers in emerging markets, mobile is the primary screen and there is a huge demand for premium mobile videos. These viewers tend to watch their favorite movies, music and TV shows repetitively, and they must contend with congested and high-variability networks. While these consumers tend to prefer low-cost smart phones, they appreciate high-quality content and the ability to watch in an offline sync mode. The partnership between Vuclip and Verimatrix meets these challenges and the demands of millions of subscribers while providing ironclad security for the premium content of top studios.

To achieve this robust revenue security, Vuclip has integrated the [Verimatrix Video Content Authority System \(VCAS™\)](#) platform with its Vuclip Prime subscription mobile VOD service. Deployed to support a subscription-based model, VCAS provides a complete digital video security solution for over-the-top (OTT) services over networks implementing HTTP Live Streaming (HLS). Featuring multi-format support, VCAS secures OTT services to multiple screens and across multiple network types.

The integrated solution will be rolled out to India, the Middle East and Southeast Asia. "We take great pride in delivering a compelling premium video on demand experience for consumers in emerging markets. Equally, we are driven to invent and invest in technologies to provide superior value to our partner ecosystem. Verimatrix is a global leader in multi-network, multi-screen revenue security technologies and we are very pleased with the way both of our teams have come together to create a unique solution for emerging markets," commented Arun Prakash, COO for Vuclip. "This is another example of our deep commitment to developing and deploying advanced technologies that protect and enhance value for our hundreds of content partners around the world."

Steve Oetegenn, president, Verimatrix, said, "The inherent flexibility of our software-based revenue security solutions has been adapted to emerging markets with unique needs and lower ARPU models. With a high incidence of piracy of digital content in these markets, our revenue security platform is well positioned to enable Vuclip to offer its content partners a secure platform that maximizes their revenue and in turn gives its mobile subscribers access to the very best content. Our partnership with Vuclip is of particular significance given the company's expertise and leadership in premium video on demand for emerging markets and we are excited to help drive this new wave of mature OTT services with them. "

### About Vuclip

Vuclip is the leading premium mobile video on demand service for emerging markets with more than 5 million subscribers per quarter across six different countries. Through strategic partnerships with more than 200 top studios around the world, Vuclip brings to subscribers blockbuster Hollywood and regional movies, TV shows and music videos in 20 different languages. Vuclip's Dynamic Adaptive Transcoding™ provides an amazing unbuffered viewing experience to consumers across all mobile devices and on any network. Vuclip is headquartered in Milpitas, California with a presence in Dubai, Beijing, Kuala Lumpur, Mumbai, Delhi, Jakarta and Bangkok.

### 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.

