# Verimatrix Addresses Continuing Pay TV Transformation in India at Convergence India 2016

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## Executive Speakers and Demos Focused on Navigating the Competitive Landscape Created by Digitalization

**Convergence India 2016, New Delhi, India** – Jan. 19, 2016 —Verimatrix, the specialist in securing and enhancing revenue for multi-network, multi-screen digital TV services around the globe, is featuring the latest approaches and technologies to maximize operators' investments in revenue security at Convergence India 2016.  CTO Petr Peterka and SVP of Marketing Steve Christian, who have been invited to speak at the conference, and the company's booth demonstrations will showcase how security architectures can be simplified in a multi-network, multi-device, multi-DRM environment.

During Peterka's keynote address, "Transforming pay TV in India through innovative business models," he will identify security and business challenges emerging in India's digital service landscape, especially those created by software and IP empowered operators. Peterka will also discuss innovative industry business models that leverage a security infrastructure, such as hybrid and FTA services, forensic watermarking and data monitoring can be leveraged to protect and enhance revenue in an evolving industry. The presentation begins at 11:45 a.m. on Thursday, Jan. 21.

Directly following Peterka's keynote address, Christian will be a panelist on the interactive session, "Next Gen TV: Technology Changing the Business Model." He will be discussing topics such as next-gen TV, how 4K TV / UHD will change the living room viewing. The session will be moderated by Rajiv Kapur, managing director, Broadcom India and takes place on Thursday, Jan. 21 from 12:00 p.m. – 1:00 p.m. Both participants' sessions are apart of Track B: Digital India-The Big Picture.

Verimatrix will be demonstrating the next-generation VCAS Ultra™ architecture, including its integrated VideoMark™ watermarking extraction tool and advanced security player options for streaming services during the show at booth C-147. Attendees can learn more and schedule a meeting by visiting the Verimatrix website.

**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.