

Verimatrix Honored with IABM Game Changer Award for Verspective Operator Analytics at NAB 2016

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Newly Launched Analytics Suite Celebrated for Innovation and Depth

San Diego – April 27, 2016 – [Verimatrix](#), the specialist in securing and enhancing revenue for multi-network, multi-screen digital TV services around the globe, has been recognized for its Verspective™ Operator Analytics solution by the International Association of Broadcasting Manufacturers (IABM) Game Changer Awards in the Test, Quality Control and Monitoring category. Introduced last week at the 2016 NAB Show, Verspective Operator Analytics is an extensible suite of subscriber intelligence tools designed from the ground up to emphasize data security and integrity as a foundation for actionable intelligence. The solution was honored for its ability to help next-generation video operators uncover new revenue opportunities by providing a combination of real-time and historical perspectives into subscriber behaviors and usage habits.

“Verspective Operator Analytics is a game changer in the field of monitoring because it assures operators that they are maintaining the highest levels of security and privacy as they track their customers’ personal usage trends,” said Steve Oetegenn, president of Verimatrix. “The solution is uniquely positioned to monitor the frame-by-frame experience between the service head-end and client devices, and as the specialist in video security, Verimatrix is optimally equipped to aggregate and curate this potentially sensitive data. We are thrilled to see Verspective Operator Analytics make its debut and win its first award in the same week”

The IABM Game Changer Awards celebrate the achievements of new solutions that offer significant improvements and great ease to the media technology industry. The awards are proven to raise awareness of new products, as well as their significance within the industry. After announcing three shortlisted solutions across nine crucial industry segments, IABM presented the 2016 awards during an award ceremony that took place at NAB Show.

Verspective Operator Analytics leverages the power of globally interconnected instances within the Verimatrix Video Content Authority System (VCAS™) architecture to allow operators to aggregate data and provide secure subscriber behavior and usage visibility. The solution can be integrated with the cloud-based, globally-interconnected [Verspective Intelligence Center](#) to extend the overall value proposition for Verimatrix customers. To learn more about Verspective Operator Analytics, [click here](#).

About Verimatrix

[Verimatrix](#) specializes in securing and enhancing revenue for multi-network, multi-screen digital TV services around the globe and is recognized as the global number one in revenue security for connected video devices. The award-winning and independently audited Verimatrix Video Content Authority System ([VCAS™](#)) family of solutions enable next-generation video service providers to cost-effectively extend their networks and enable new business models. The company has continued its technical innovation by offering the world’s only globally interconnected revenue security platform, [Verspective™ Intelligence Center](#), for automated system optimization and data collection/analytics.

Its [unmatched partner ecosystem](#) and close relationship with major studios, broadcasters and standards organizations enables Verimatrix to provide a unique advantage to video business issues beyond content security as operators introduce new services to leverage 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.