

# Verimatrix and Friend MTS Collaborate to Offer Powerful Piracy Detection and Threat Mitigation Capabilities

calendar\_today Mar 3, 2016

## Partnership Benefits Service Operators by Addressing Content Redistribution within End-to-end Revenue Security Solution

**CABSAT 2016, Dubai – Mar. 8, 2016** — [Verimatrix](#), the specialist in securing and enhancing revenue for multi-network, multi-screen digital TV services around the globe, and leading content protection provider [Friend MTS](#) today announced a partnership to fully leverage the benefits of forensic watermarking to address the growing threat of premium content and live event piracy. The capabilities of the Verimatrix [VideoMark™](#) content tracking and watermarking toolbox combined with Friend MTS' content and platform protection services offer a comprehensive solution that protects against video piracy by accurately identifying and targeting, in real time, the source of illegitimate redistribution.

This new strategic partnership has been created in response to demands from both operators and content owners for protection against service theft and redistribution. Operators lose revenue when their licensed content is illegally streamed, and customers that do pay for premium services become dissatisfied when others can access the same content free of charge. To address this growing threat, content owners and operators need to extend their security solutions through robust forensic watermarking, real-time detection and enforcement.

"Verimatrix and Friend MTS are uniquely addressing the interests of all stakeholders with a service that enables illegitimate video streams to be eliminated as quickly as they appear," said Petr Peterka, CTO of Verimatrix. "Our unique VideoMark technology has already proven its ability to undermine the business of content theft and redistribution for premium services, and when combined with the scalable global monitoring capabilities offered by Friend MTS, it provides a formidable response to a growing problem."

The flagship VideoMark forensic profile protects early release content movies and HD and UHD content from sophisticated attacks, without compromising quality. The VideoMark live profile is the newest component of the VideoMark toolbox and is specifically designed to protect valuable linear content against real-time re-broadcasting threats and subscription fraud by enabling a flashing mark that is unobtrusive, yet quick to read and analyze. VideoMark Reveal is a set of tools offered in order to extract and interpret the embedded payload, providing rapid and convenient source analysis for VideoMark customers.

VideoMark will work alongside Friend MTS' Linear iD, Studio and Viper services which use powerful content discovery, advanced network forensics, video capture technologies and high-precision fingerprint content recognition to quickly identify the source of unauthorized premium content streams. Linear iD provides continual round the clock monitoring for live streaming of premium TV services, whilst Studio makes it easy to track, locate and take action against misappropriated VOD content. Viper, which is being launched at CABSAT this week, extends the capability to address pirate video services and illegal IPTV platforms, automating the forensic investigation process and enabling real-time watermark detection.

"Friend MTS' anti-piracy solutions process millions of hours of discovered content every day, providing tireless defense against unauthorized streaming and content leakage," said Robert Brown, Technical Operations Director at Friend MTS. "By coupling our services with VideoMark forensic and live profiles, we can offer best-of-breed security to both live streaming and VOD platforms that enforce the rights of the original content distributor."

To learn more about the full range of capabilities provided by the strategic partnership between Verimatrix and Friend MTS, [please schedule a meeting at CABSAT](#).

### About Friend MTS

[Friend MTS](#) is a leading global provider of platform, channel and content protection services. It offers a full suite of managed services, from watermarking and fingerprinting to advanced subscriber identification, to help operators, rights holders and broadcasters control where their video content flows.

Taking the approach of end-to-end service delivery, Friend MTS is unique in developing and maintaining its entire technology stack in-house. Its R&D teams are staffed by leading experts in a variety of disciplines in the field of technical security, ranging from signals processing and search specialists, through to data analysts and operational security researchers. This level of control gives it unparalleled flexibility to service clients' exact requirements.

### 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](http://www.verimatrix.com), our [Pay TV Views blog](#) and follow us [@verimatrixinc](#), [Facebook](#) and [LinkedIn](#) to join the conversation.