



**Amsterdam, IBC 2017 (Booth #5.A59)** – Sept. 12, 2017 — Verimatrix, the specialist in securing and enhancing revenue for network-connected devices and services, today announced that it will be securing revenue for Mexico’s largest multiple system operator (MSO) Megacable as it transitions from offering traditional cable to more advanced hybrid services. The Verimatrix Video Content Authority System ([VCAS™](#)) [for Broadcast Hybrid](#) solution manages secure video delivery over Megacable’s broadcast, multicast and over-the-top (OTT) networks to single-network and hybrid receivers, plus a wide range of mobile devices. Verimatrix already secures the revenue of Megacable’s first IPTV over FTTH pilot service, which is delivered to nearly 15,000 homes in the city of Guanajuato, and the deployment is now being extended to encompass the entire customer base.

“Verimatrix has acted as trusted consultant and advisor for Megacable throughout our hybrid transition, and its VCAS architecture provides the security infrastructure, tools and support we need to transform our services across the entirety of our geographically disperse network,” said Emerson Sampaio, CTO, Megacable. “Verimatrix is helping us address how our existing revenue streams and investments can be cost-effectively transitioned while remaining highly competitive in our markets.”

VCAS for Broadcast Hybrid is replacing Megacable’s previous security application through a “cap and grow” implementation strategy for a seamless and efficient transition to higher value services. This allows Megacable to use the new security system wherever the new services are introduced. Over time, as old set-top boxes become obsolete, VCAS for Broadcast Hybrid will provide the full-market security footprint that is essential to ongoing service flexibility. VCAS for Broadcast-Hybrid is a multi-network revenue security solution that draws on the strengths of VCAS for IPTV, and the highly successful VCAS for Internet TV, to enable combinations of RF and multicast linear content delivery together with adaptive bitrate (ABR) streaming services, while ensuring harmonized rights management.

“The highly configurable VCAS architecture combines a number of network-specific security solutions built on a common platform, equipping Megacable with the agility it needs to roll out its anticipated IPTV and OTT video delivery services,” says Steve Oetegenn, president of Verimatrix. “With the end-to-end revenue security platform already in place, Megacable will be able to quickly and easily extend its value

proposition to create new opportunities for UHD and other premium services, as well as advanced threat monitoring capabilities.”

Globetek Media LLC, Verimatrix’s channel partner for the Latin American region, was instrumental in developing the Megacable relationship. Globetek is a privately-owned consulting firm specializing in developing business opportunities for clients with a focus in digital rights management/security, content delivery networks, monitoring and video processing solution and content aggregation solutions, for the CATV, telco, and mobile industries. The first launch of Megacable’s new services took place in July 2017, providing an improved viewing experience for all of the company’s nearly 1.5 million subscribers.

Verimatrix will illustrate how security solutions are at the core of all key monetization strategies for the pay-TV and Internet video service at IBC 2017 (booth #5.A59). For additional information or to book an appointment with the team please visit [www.verimatrix.com/ibc2017](http://www.verimatrix.com/ibc2017).

### **About Megacable**

Megacable Comunicaciones is a Company with national coverage, on the cutting edge of telecommunications. It is one of the largest cable companies in Mexico with 2.9 million television subscribers, 2.4 million Internet subscribers and 1.3 million telephone subscribers. Besides the video, voice and residential Internet services, Megacable also provides communications solutions for businesses and companies.

### **About Verimatrix**

[Verimatrix](#) specializes in securing and enhancing revenue for network-connected devices and services around the world and is recognized as the global number one in revenue security for IP-based video services. The award-winning and independently audited Verimatrix Video Content Authority System ([VCAS™](#)) family of solutions enables 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, and [Vtegrity™](#), advanced security that addresses IoT threats and service lifecycle management.

Its [unmatched partner ecosystem](#) enables Verimatrix to provide unique business value beyond security as service providers introduce new applications that 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.