



**Amsterdam, IBC 2017 (Booth #5.A59) – Sept. 13, 2017** — [Verimatrix](#), the specialist in securing and enhancing revenue for network-connected devices and services, today announced that MyTV Super Limited (formerly known as TVB.COM Limited), a member of Television Broadcasts Limited (TVB), has extended its deployment of the Verimatrix Video Content Authority System ([VCAS™ for Internet TV](#)) to provide over-the-top (OTT) video security for its myTV SUPER video service launched in 2016.

"The audience in Hong Kong is very savvy when it comes to accessing quality content and at a reasonable cost, so when we introduced myTV SUPER as a competitively priced service for premium video content, it became crucial that our existing VCAS for Internet TV architecture had the flexibility to provide multi-screen support for our expanded range of OTT services, including live broadcast and VOD content," said Rex Ching, Head of Technical Engineering at MyTV Super.

myTV SUPER is a video service provider that offers subscribers a superior value proposition. myTV SUPER customers can take advantage of the offering's vast volume and extensive choices of linear channels and video on-demand content, delivered in high-quality and at an affordable cost. The service can be accessed by various devices, including the myTV SUPER set-top box, myTV SUPER app in Android and iOS for smartphones and tablets, as well as myTV SUPER web for Chrome/IE/Safari. MyTV Super has also established strategic partnerships to promote the sale of myTV SUPER with broadband and mobile service providers, as well as various retail chains in Hong Kong. This has helped extend the reach of high quality services and improve the viewing experience for more users in Hong Kong.

"VCAS for Internet TV continues to be the ideal OTT revenue security solution for myTV SUPER because it provides support for service compatible devices with standalone HLS DRM," said Steve Oetegenn, president at Verimatrix. "The premium OTT DRM solution offers more advanced and flexible capabilities than the competing solutions in the region, and we are eager to support MyTV Super as it continues to differentiate its services in the marketplace."

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 MyTV Super Limited**

MyTV Super Limited is a digital media business unit of Television Broadcasts Limited. The company designs, builds and operates myTV SUPER, the leading OTT platform in Hong Kong. The service was successfully launched on 18 April 2016 and was delivered via a TVB branded set-top box and mobile application. It provides unrivalled picture quality, seamless catch-up, and a rich content offering consisting of TVB's terrestrial and thematic channels, as well as other international brand channels, together with a vast selection of VOD contents from TVB's archive and third party content providers. Exclusive first-run local dramas and variety programmes are also available to strengthen the content offering. To facilitate consumer viewing convenience, myTV SUPER incorporates a three-hour instant rewind capability into all TVB-branded linear TV channels.

### **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.