



Amsterdam, IBC 2017 (Booth #5.A59) – Sept. 6, 2017 — [Verimatrix](#), the specialist in securing and enhancing revenue for multi-network, multi-screen digital TV services around the globe, today announced [Verspective™ RT](#) – a new optional component for the [Verspective™ Operator Analytics](#) platform. A result of the rapid integration of the technology Verimatrix recently acquired from Genius Digital, Verspective RT offers a complete suite of tools for extracting service quality data from client devices and providing real-time analyses.

Verspective RT provides video service providers with in-depth information about the subscriber experience and service perception on both managed and unmanaged networks. Insights into quality of experience (QoE) and content viewing habits enable optimization of video delivery, subscriber experience and overall service composition. Verspective RT also supports the integration of additional real-time data tools from partners to provide comprehensive service diagnostics capabilities.

“We see real-time client data analyses and diagnostics as key to helping our customers gain a holistic picture of how their services are performing and as an entry point for the value of our overall analytics offering,” said Petr Peterka CTO of Verimatrix. “Verspective RT is a natural extension to our Verspective Operator Analytics solution, which offers a range of tools that emphasize data security and integrity as a foundation for actionable intelligence.”

Leveraging a modular deployment architecture, Verspective RT can be utilized as a standalone option, which requires a much smaller deployment footprint, or as the front-end for client and network “event” collection within the broader Verspective Operator Analytics solution. Client-level events can be combined with enrichment data streams to provide a warehouse of meaningful data supporting in-depth trend analyses and powerful competitive insights. Verspective RT supports a 360-degree view of subscriber and device data using a common data model within a multi-platform and multi-network delivery system. This unified approach produces a powerful platform that can be used to overcome data fragmentation and silos across video services organizations.

The award-winning Verspective Operator Analytics has a broad, “silo-busting” approach to data collection, which includes connections to video-on-demand (VOD) servers, content distribution networks (CDNs) and security and content management solutions. Especially important data sources in such systems are the client devices

themselves, providing a detailed view of live and on-demand consumption, as well as subscriber/device interactions. Verspective RT client data collection technology enables a secure return path data for both linear and adaptive bitrate (ABR) services to a scalable data collection resource that can be virtualized, server-hosted or cloud-based, including an option for the Verimatrix Secure Cloud™. Combining all this data yields viewer insights that help operators reduce subscriber churn and create new revenue streams.

Verimatrix will be showcasing the client-side data collection capabilities of Verspective RT at IBC 2017 booth #5.A59. To learn more or schedule a meeting during the show, please visit www.verimatrix.com/IBC2017.

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 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.

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.