



IBC 2018, Amsterdam (Booth #1.B79), Sept. 13, 2018 — Mediamorph, the leading Content Value Management (CVM) cloud platform powering the largest entertainment companies in the world, announced today an integration partnership with Verimatrix to more efficiently manage how content feeds into the video delivery workflow. Mediamorph has integrated its Content Value Management (CVM) Platform into the Verimatrix RightsConnex™ and Verspective™ Analytics services within the newly launched [Viewthority™](#) platform. The integrated solution will automate today's entertainment ecosystem and supply chain by allowing the seamless flow of content rights and entitlements directly from the content provider to video service operators to monetize more content and usage in more places, while dramatically reducing the cost to bring content to the connected consumer.

Mediamorph's CVM Platform has become the industry standard for the business of digital content distribution and is ideally suited to bring content windows/pricing, contractual rights, and automated title/offer enrichment to the Viewthority platform. Through the RightsConnex API, contract terms are translated into the DRM system to optimally manage downstream distribution windows, playback policies, and keys that deliver the right content to the right operator in a secure fashion. In turn, viewer and usage data derived from the Verspective Analytics solution are automatically sent back through the workflow providing actionable viewership analytics that can better help monetize content and services.

"Mediamorph brings a wealth of experience in helping global content providers bridge the content processing workflow with more automated financial management," said Tom Munro, CEO, Verimatrix. "Its Content Value Management Platform has already changed the way content providers think about managing their assets by reducing friction from the original contract all the way to consumption. The results are more visibility and control into the entire process, which is a perfect fit with Viewthority."

Viewthority is a new connected content distribution platform that streamlines end-to-end video workflows and automates video analytics reporting. It is designed to reduce the cost and complexity in the current content delivery processes, resulting in improved competitiveness and enabling new business models.

"Verimatrix is reimagining the current video processing and delivery workflow with Viewthority," said Rob Gardos, CEO, Mediamorph. "With advanced capabilities now

available in the cloud, content owners and video service operators can truly take advantage of the CAPEX and OPEX efficiencies that help them maximize the value of their content and services with workflow intelligence.”

The demonstration of the Mediamorph and Verimatrix integration will be on display at IBC 2018. Please visit www.verimatrix.com/ibc2018 to schedule a meeting to see it in action.

About Mediamorph

Mediamorph’s mission is to boost business performance and accelerate content value across the entertainment ecosystem. Our Content Value Management (CVM) platform orchestrates the 360° process that brings content value from provider to distributor to the connected consumer. With advanced analytics and real-time access to actionable data, our cloud-based software tracks trillions of transactions and billions of dollars annually to maximize media monetization. Mediamorph has become the industry standard for the business of content, empowering the world’s leading media and entertainment 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 a comprehensive data collection platform, Verspective Analytics, for automated system real-time quality of experience (QoE) optimization to drive user engagement and content monetization, 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. For more information, please visit www.verimatrix.com.

