



CES 2018, Las Vegas – Jan. 10, 2018 —NexPlayer SDK announced today that their HTML5 Video Player is now fully compatible with Verspective™ RT – a key component of the Verspective™ Analytics platform from Verimatrix. Video service providers can now enable content streaming with HD video quality at any of their websites thanks to NexPlayer HTML5 and ensure an optimized user experience of their video service with the real-time analyses from client devices provided by Verspective RT.

NexPlayer HTML5 is an HLS and DASH video player that easily integrates with any website. Enabling content streaming across all platforms and devices, its feature set includes subtitles, CEA 608 closed captioning, multi-DRM, time-shifting and content monetization among many other capabilities. Most premium video services providers worldwide are already using NexPlayer SDK for their Android, iOS, STB, smart TV and Unity apps. The integration with Verspective RT now means that service providers can now deliver a high quality of experience (QoE) across all browsers, which has been a challenge up until this point

Verspective RT provides video service providers with in-depth information about the subscriber experience and service perception on both managed and unmanaged networks. When integrated with NexPlayer, it provides detailed insights into QoE and content viewing habits for OTT video services. This real-time data is used to generate precise analytics regarding the quality of the video service in order to provide the best customer experience while reducing operational costs.

“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 Verspective Analytics offering,” said Petr Peterka CTO of Verimatrix. “Verspective RT is a natural extension to our Verspective Analytics platform, 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 Analytics solution. Client-level events can be combined with enrichment data streams to provide a 360-degree view of subscriber and device data 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.

Carlos Lucas, General Manager of NexPlayer SDK says: "Our strategy is to provide the best technology to our customers by focusing our engineering efforts only on our fundamental value to the market: The best cross platform video player software. Partnering is key for us to complement our own technology with other premium solutions. The Verimatrix Verspective RT analytics solution is a good example for that and we celebrate this partnership."

About NexPlayer SDK

NexStreaming is a global multimedia software company listed at KOSDAQ (139670) with more than 15 years in the market and focusing on the development of premium multimedia software. The main product of NexStreaming is [NexPlayer SDK](#), the market leader video player SDK for OTT apps, used by over 300 premium video service providers worldwide. NexPlayer is available for all devices and platforms, including Android, iOS, Android TV and STB devices, Samsung Tizen and [HTML5](#).

NexPlayer is well known for its 24/7 dedicated and personalized customer support and for its continuous player SDK upgrades with the latest technologies. For more information on NexPlayer solutions, visit nexplayersdk.com.

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™](#), an advanced security solution 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, our [Pay TV Views blog](#) and follow us [@verimatrixinc](#), [Facebook](#) and [LinkedIn](#) to join the conversat

