



**San Diego, Oct. 5, 2018** – [Verimatrix](#), a specialist in securing and enhancing revenue for network-connected devices and services, is a co-recipient of the 2018 Judges' Prize from the IBC Awards for its crucial role in helping Econet Media bring a compelling alternative to existing pay-TV services to sub-Saharan Africa. The award was presented to Econet Media, as well as its technology vendors Verimatrix, AWS Elemental, an Amazon Web Services company, and Roku at IBC 2018 in recognition of their collaborative success in launching Kwesé TV.

When Econet Media launched the Kwesé Play IPTV service in South Africa, which features Netflix, iflix and Red Bull TV, it partnered with streaming pioneer Roku to deliver its OTT services across Africa. Verimatrix and AWS Elemental were selected to implement adaptive bit rate (ABR) streaming plus content security for all types of OTT devices, using a single HTTP Live Streaming (HLS) streaming format and a single DRM. The end result provides Econet Media with a single, coherent solution that combines the content security management, encryption, and encoding processes.

"As a relatively new pan-African broadcast network with ambitions to refined TV in Africa, receiving the Judges' Prize is an exceptional honor for us. We pride ourselves in offering a premium broadcasting service, which delivers nothing but the best in sports and entertainment programming. Growing what is the continent's first truly converged media company is no small feat. We are humbled to have the concentrated efforts we have made endorsed with such a renowned global accolade," said President and Group CEO for Econet Media, Joseph Hundah. "We share this award with our partners at Verimatrix, AWS Elemental and Roku—who have played a significant role in our success."

With compelling content, a competitive hybrid satellite/OTT network approach, and proven multi-network security from Verimatrix as well as support for all types of OTT devices—including Roku—Econet Media is well on its way to attaining its TV everywhere goal.

"What's really outstanding about this award is that it celebrates how Econet was able to fill the gap in sub-Saharan Africa by strategically selecting its technology partners and drawing from their greatest strengths," commented Steve Oetegenn, president, Verimatrix. "At Verimatrix, we pride ourselves for having such an extensive partner ecosystem that allows all of our customers to do just that—pick and choose the support they need to execute on their goals and achieve long-term success. We

couldn't be prouder to have formed such a strong support system behind Africa's TV Everywhere pioneer."

Kwese Play has put Econet Media in the enviable position of being able to deliver OTT content at the highest possible quality for enjoyment on screens of any size and resolution in Africa. To learn more about how the API integration between AWS Elemental and Verimatrix helped Econet Media realize its TV Everywhere goals, [download the case study](#).

The IBC Innovation Awards serve to recognize innovation within the media, entertainment and technology industry, celebrating that spirit of co-operation and collaboration. For the full list of winners, [click here](#).

## About Econet

A subsidiary company of the globally networked Econet Group founded by Executive Chairman Strive Masiyiwa, Econet Media is a dynamic content business driving the development of Kwesé, a fresh new television brand. Created for Sub-Saharan African audiences, Kwesé is inspired by the 'TV everywhere' revolution. As such, a range of Kwesé products will be made available on satellite and internet-based platforms, including video-on-demand and mobile options. Focused on providing premium, affordable, exclusive viewing choices, Kwesé products will offer sports, music, movies, series, kids, lifestyle, faith, news and other programming.

Consumers will also benefit from the infrastructural strength of Econet Media sister companies, Liquid Telecom and Econet Wireless. Their expertise and capacity in the areas of mobile and fixed telephony services, broadband, internet, satellite and fibre optic networks will be utilized to establish Kwesé products. In addition, Econet Media have invested intensively to build its own operational assets. [www.kwese.com](http://www.kwese.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](#), 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](#), our [Pay TV Views blog](#) and follow us [@verimatrixinc](#), [Facebook](#) and [LinkedIn](#) to join the conversation.

