



# VERIMATRIX TV EVERYWHERE AUTHENTICATION



Verimatrix TV Everywhere Authentication lets rights owners and video service operators deliver the experience viewers want.

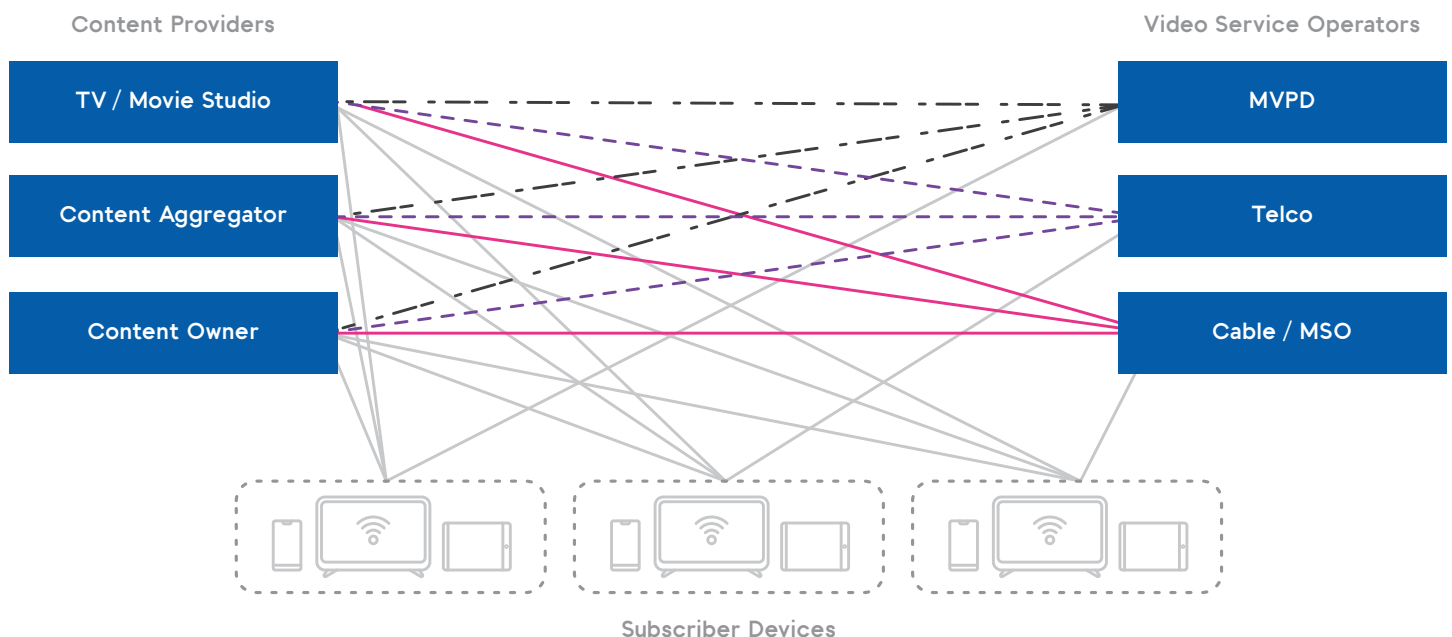
## Key features

- Enables single point of integration with RESTful APIs to serve users across hundreds of Video Service Operators.
- Pre-integrated with 500+ global video service operators through direct connection or using major proxies.
- Supports open standards like SAML and OAuth2.0.
- Minimizes disruptions to viewing through single sign-on (SSO)
- Ensures viewing continuity through location and device-shifting technology

The promise of TV Everywhere (TVE) is simple: enable subscribers to watch their Pay TV content anytime, anywhere and on any device, without having to log-in repeatedly. However, to deliver on that promise, content providers or owners must work with video service operators in a new way.

## Toward a Better UX

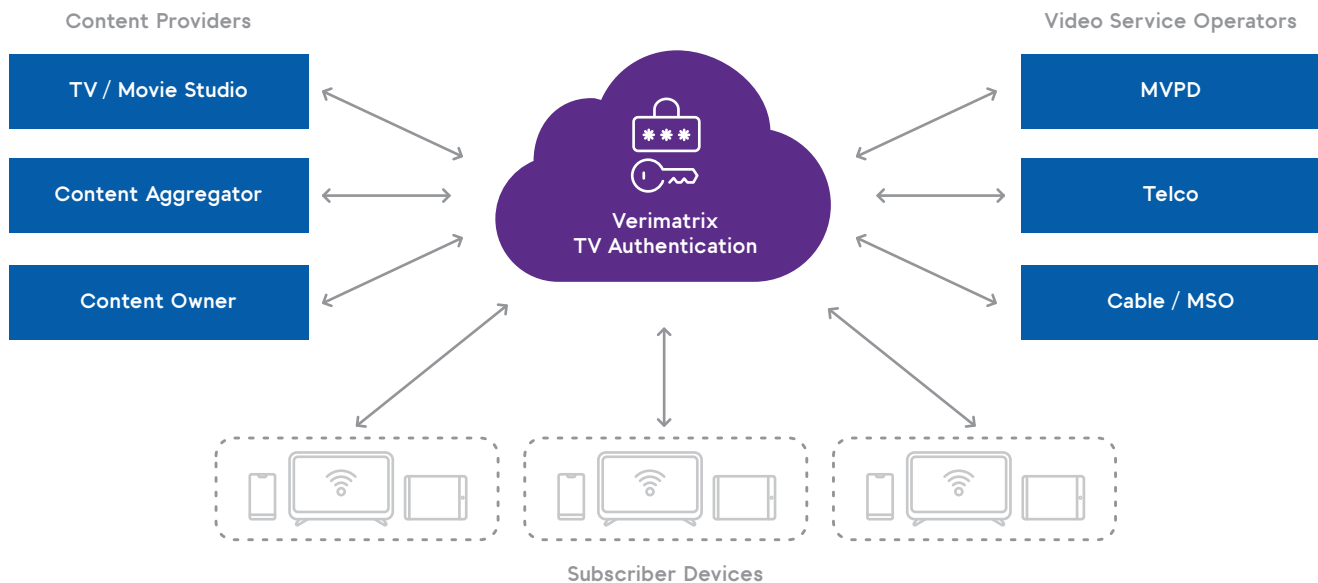
Today's extensive and proprietary relationships between video service operators and content owners/providers pose a challenge. This web of connections makes it necessary for subscribers to seek access rights repeatedly, which creates a disjointed and frustrating user experience (UX).



**Delivering a better experience is crucial because of the rapid growth in time-shifted viewing on devices other than the family-room TV.** Consumers are more likely to abandon a service if they cannot easily enjoy their content wherever they are. At the same time, operators and content providers need to safeguard their content and scale up or down to any audience size.

## TV Authentication Overview

Verimatrix's TV Authentication solution enables content providers to offer subscribers a seamless TVE experience. A cloud-based software-as-a-service (SaaS) solution, TV Authentication implements a common framework to streamline content provider-video service operator relationships with a single integration for secure subscriber authentication and authorization, based on open standards.



By moving content and business models to the cloud, content providers achieve greater agility and responsiveness and can quickly connect compelling content with audiences anywhere, anytime. The cloud-based approach scales as needed, while also achieving geographic diversity.

### Standards-based, Multiple Options

TV Authentication provides a single integration point and normalizes the authentication and authorization requests between content providers and video service operators. A common and standards-based set of APIs allows content providers to quickly update and manage subscriber entitlements securely to support new business relationships.

The solution lets content providers unite content and audience on their own terms, while ensuring that their Pay TV operator customers can meet the demands of viewers. Related Analytics, Code Protection and Strong Authentication tools can help providers grow their TV Everywhere businesses.

### Reduces Friction, Adds value

The Verimatrix solution underscores the importance of a common authentication system to reduce friction within the content distribution workflow. It enables TVE services with an ease that consumers want and expect, makes the subscriber value proposition "stickier," and tightens security while ensuring scalability.

For further details on all of Verimatrix solutions, visit [www.verimatrix.com](http://www.verimatrix.com)

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