



Verimatrix Content Monetizer is a DRM-agnostic SaaS solution that secures multi-tier content distribution and reporting by encoding, packaging, and encryption once and delivering everywhere.

Key features

- Efficient video content distribution, by processing once and distributing to many
- Industry-leading protection for your content across the distribution chain
- Usage rights control that allows managing distribution windows and DRM policy enforcements
- Transparent viewer analytics helps track consumption patterns and contract compliance.

Content and video service providers share a need to streamline and secure distribution of their video assets. To broaden and accelerate the monetization of assets, studios, broadcasters, and other content providers need tools to enforce downstream playback policies, along with usage and performance reporting for analytics purposes. Video service providers (VSPs) desire to license compelling content easier, faster, at the reduced cost and distribution complexity.

Inefficiencies and Risk

A variety of codecs, file formats and content security technologies have traditionally been used to deliver video services. A hierarchical (multi-level) content distribution scenario may require repeated decryption, re-encoding, re-packaging, and re-encryption processes, which not only adds cost and complexity but also introduces risk of content theft during each such cycle.

A better architecture and workflow would ensure that content remains encrypted from origination to consumption, while supporting downstream policy enforcement and upstream usage reporting to enable viewer insights.

Content Distribution Overview

Verimatrix reimaged the end-to-end workflow with its Content Monetizer solution featuring new Verimatrix Service Platform and industry-leading foundation of Video Content Authority System (VCAS™). This cloud-based solution offers a single point of integration for content providers and its licensed affiliates. Content is encoded, packaged, and encrypted minimum number of times and then decryption keys and playback policies are distributed separately and securely, eliminating duplicate processes and lowering overall costs.

A DRM-agnostic SaaS solution that resides in the Verimatrix Secure Cloud™, Content Monetizer streamlines multi-tier linear and on-demand video and security workflows through persistent (end-to-end) content encryption, policy definition and enforcement, and includes automated data collection and upstream reporting for invoicing, QoE, and business intelligence purposes. Optional server-side forensic watermarking for ABR protocols is also offered.

Optimized Value Chain

The Content Distribution service optimizes the media value chain for all participants and enables a secure, multi-tier, Pay TV content distribution and reporting marketplace, regardless of the type of downstream DRM systems.

Value to Video Service Providers

- **Content Access & Savings** – Enable content acquisition, accelerate content access, reduce encoding/packaging CapEx and OpEx
- **Workflow Reduction** – Centralize content processing and automate usage reporting
- **Analytics, Data & Monetization** – Content valuation, churn reduction, ad sales, improve viewer engagement

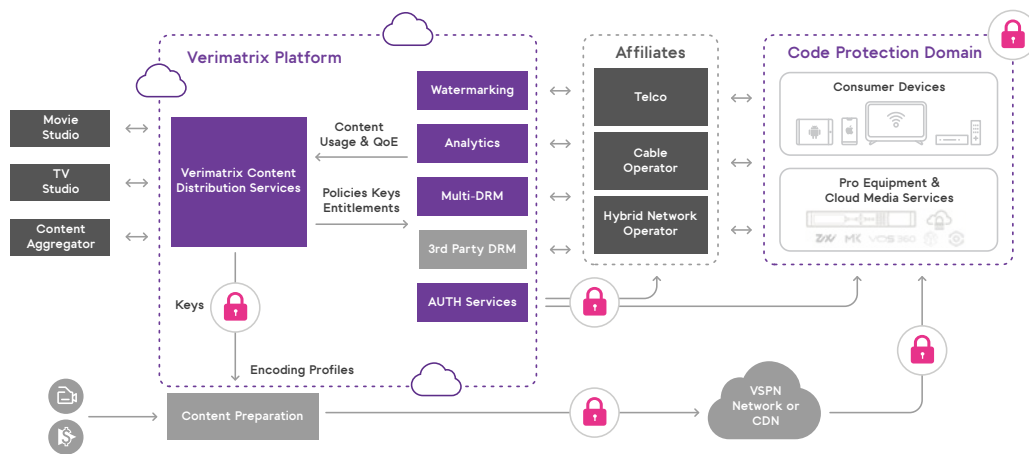
Value to Studios & Content Providers

- **Distribution Efficiency** – Process content once, native distribution network can reach more subscribers
- **Usage Rights Control** – Quality, keys, policy, viewing window, output, affiliate on/off controls
- **Viewer Insights** – Track viewing transactions, consumption patterns, analytics, and contract compliance

Roles in Common Use Cases

Examples of use cases range from content distribution to VSPs, direct-to-consumer distribution using TV Everywhere services, as well as combined (multi-mode) deployments.

In a multi-tier Pay TV scenario, responsibilities are shared. Content providers control keys and policies, and their distribution to affiliates. VSPs manage authorization of playback to their subscribers and reporting of QoE analytics to content providers. DRM services can be managed by either content providers, or affiliates, or both. Content usage data is automatically reported to content providers.



The diagram above shows Content Monetizer services deployed for affiliates (VSPs) with installed either Verimatrix Multi-DRM solution or 3rd party non-Verimatrix DRM services.

For further details on all of Verimatrix solutions, visit www.verimatrix.com

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