



VERIMATRIX

VIDEO EVERYWHERE

 verimatrix
DRIVING TRUST

Verimatrix Video Everywhere is a DRM-agnostic SaaS solution that secures multi-tier content distribution and reporting by encrypting 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, content providers need tools to enforce downstream playback policies, along with usage and performance reporting for analytics purposes. Video service providers (VSPs) desire easier and faster access to compelling content, combined with a reduction in cost and distribution complexity.

Inefficiencies and Risk

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

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 reimagined the end-to-end workflow with its Video Content Authority System (VCAS™), which features our now industry-leading Content Distribution solution. This cloud-based solution offers a single point of integration for content providers and VSPs. Content is encrypted just once 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 Distribution streamlines multi-tier video and security workflows through persistent (end-to-end) content encryption, policy definition and enforcement, and includes automated data collection and upstream reporting for both 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** – Accelerate content access, reduce encoding/packaging CapEx and OpEx
- **Workflow Reduction** – Centralize content processing, usage and reporting automation
- **Analytics, Data & Monetization** – Content valuation, churn reduction, ad sales, improve viewer engagement

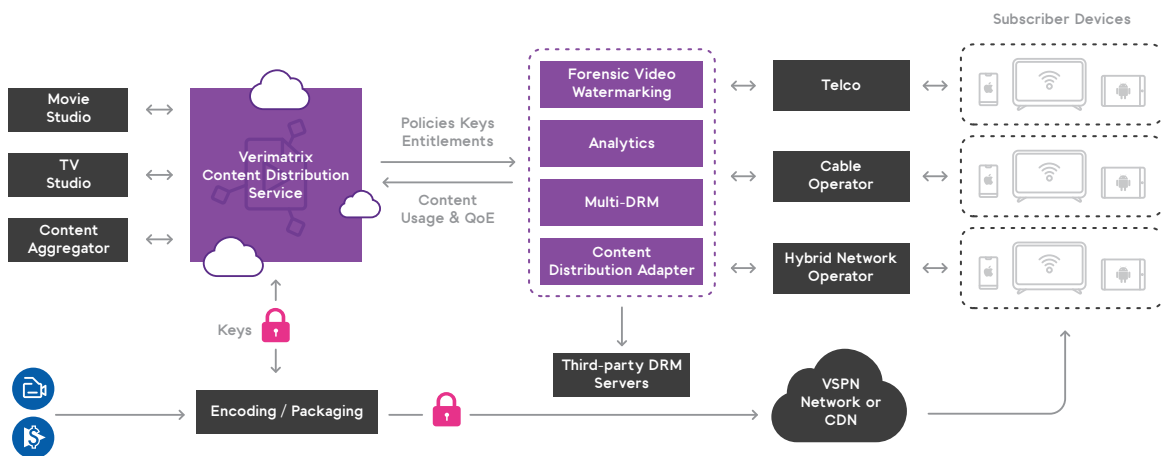
Value to Studios & Content Providers

- **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 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 video scenario, responsibilities are shared. Content providers control keys/policies and their distribution. For their part, VSPs manage DRM servers and final key and license distribution to their subscribers and automatically report content usage and QoE analytics to content providers.



This diagram shows a VSP with a Verimatrix Multi-DRM solution. Moreover, non-VCAS DRM deployments may benefit from this solution by adding a Content Distribution Adapter to receive entitlements and policies/keys.

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

Information in this document is not intended to be legally binding. Verimatrix products are sold subject to Verimatrix Terms & Conditions of Sale or the provisions of any agreements entered into and executed by Verimatrix and the customer. © Verimatrix 2020. All Rights Reserved. Verimatrix, Verimatrix logo and combinations thereof, and others are registered trademarks or tradenames of Verimatrix or its subsidiaries. Other terms and product names may be trademarks of others. The products described herein may be protected by one or more of the patents and/or patent applications listed in related datasheets, such document being available on request under specific conditions. Additional patents or patent applications may also apply depending on geographic regions.