



A VERIMATRIX SUCCESS STORY

Cyprus Telecommunications Authority Gains Flexible Deployment Options, Scalability with Next-Generation Security



CYPRUS TELECOMMUNICATIONS AUTHORITY LOOKS TO FORENSIC WATERMARKING

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VERIMATRIX SOLUTIONS PROVIDE OPTIMAL HYBRID IPTV/OTT SECURITY

The Cyprus Telecommunications Authority (Cyta) recently made the decision to secure its IPTV services with the next-generation capabilities offered by the Verimatrix Video Content Authority System (VCAS™) framework.

The VCAS deployment is the first of its kind in Cyprus, integrating forensic watermarking capabilities to establish a complete, end-to-end security platform. Cyta, a semi-governmental organization incorporated by law and a key player in the local IPTV market, selected the comprehensive multi-network revenue security solution due to its flexible deployment options and its proven scalability for future goals and service growth.

Tracking and enforcing content rights, Verimatrix's session-based and user-specific watermarking capabilities can help Cyta identify piracy at its point of origin.

"Cyta has turned the island of Cyprus into a true telecommunications hub, and we are thrilled to offer our expertise in revenue security through the next stage of its journey," said Asaf Ashkenazi, COO of Verimatrix. "VCAS presents an optimized IPTV/OTT security solution that will grow with Cyta as it continues to satisfy the ever-increasing need for innovative and flexible viewing options."



Customer:
CYTA Ltd.

Headquarters:
Tilepikoinonion
P.O. 24929
Nicosia, 2014
Cyprus

Solution Deployed:
Verimatrix Video Content Authority System (VCAS™)

Business:
Semi-government organization

Founded:
1955

Website:
www.cyta.com.cy/about



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About VCAS

Verimatrix VCAS solutions are pre-integrated with a vast global ecosystem and have proven interoperability with subsystem providers (including billing, encoding, middleware and application vendors). This gives you the freedom to work with partners of your choice for your video content workflow needs – all while maintaining studio-compliant security levels. Verimatrix is often selected for our unprecedented ability to get customers up and running quickly.

Trust Proven, Award-Winning Solutions

Verimatrix VCAS solutions have protected premium content for decades. A pioneer of VCAS security and recently named a Momentum Leader in Omdia's 2020 Content Security Scorecard, Verimatrix understands inherent two-way connection and offers solutions you can trust – either in the cloud or on-premise.

About Cyta

Cyta is a semi-government organization. It was established with the aim of providing, maintaining and developing a comprehensive telecommunications service, both nationally and internationally. Cyta is considered to be the leading provider of integrated electronic communications services in Cyprus. For more information, visit www.cyta.com.cy/.

About Verimatrix

Verimatrix (Euronext Paris: VMX) helps power the modern connected world with security made for people. We protect digital content, applications, and devices with intuitive, people-centered and frictionless security. Leading brands turn to Verimatrix to secure everything from premium movies and live streaming sports, to sensitive financial and healthcare data, to mission-critical mobile applications. We enable the trusted connections our customers depend on to deliver compelling content and experiences to millions of consumers around the world. Verimatrix helps partners get to market faster, scale easily, protect valuable revenue streams, and win new business. To learn more, visit www.verimatrix.com.



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