

A VERIMATRIX SUCCESS STORY

Mola.TV Scales Up Live Events with Verimatrix Secure Cloud

Indonesian Video Operator Launches Quickly with Elastic Burst Capacity for High-Traffic Sports

CONSISTENTLY HANDLING UNPREDICTABLE SURGES IN DEMAND TRANSLATES INTO HAPPY CUSTOMERS & GROWTH

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VERIMATRIX'S MULTI-DRM SOFTWARE-AS-A-SERVICE PROTECTS & EMPOWERS ONE OF THE COUNTRY'S LARGEST OTT SERVICES WHEN IT MATTERS MOST

In February 2020, Verimatrix announced that Jakarta-based Mola.tv selected the Verimatrix Multi-DRM solution offered via the cloud. A fast-growing multi-platform service for cable television, IPTV, on-demand video, and over-the-top video, Mola.tv is licensed to offer extremely valuable and popular content including the English Premier League and Super Soccer. The company also offers heavily admired original programming for children as well as thousands of movies and shows.

Hosted via the Verimatrix Secure Cloud and leveraging a Software-as-a-Service (SaaS) model, Verimatrix Multi-DRM protects live and VOD content streamed by Mola.tv with optimized digital rights management (DRM) capabilities to ensure the security of an organization's content and services scales effortlessly with demand.

The Verimatrix Secure Cloud is a secure and agile SaaS infrastructure designed to reduce the cost and complexity of operating advanced video security. Offered with subscription-based software licensing to accommodate operator budgets of all sizes, the Verimatrix Secure Cloud is expertly configured and provisioned with 24/7/365 monitoring, while automatic software updates keep the system optimized with the latest defenses against content and service piracy.

Customer:
Mola.tv

Solution Deployed:
Verimatrix Multi-DRM via the Verimatrix Secure Cloud

Business:
Multi-platform service for cable TV, IPTV, live and on-demand video, and over-the-top video in Indonesia and Timor-Leste.

Founded:
2018

Website:
www.mola.tv

Former Head of Technology:
Argi Karunia



Argi Karunia

MOLA POLYTRON STREAMING DEVICE



MOLA POLYTRON SMART TV



Image courtesy of Mola.tv



Whether it's during an extremely popular live sporting event or kids shows, that moment when you begin to request content is the first impression you can never re-do. Requests Per Minute (RPMs) are key. It has to go well the first time, and Verimatrix's SaaS service has not disappointed in even the most demanding situations.

Argi Karunia, Mola.tv's former Head of Technology



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INFINITE SCALABILITY & PERFORMANCE

Argi Karunia, Mola.tv's former Head of Technology, said the decision to move from an on-premise security platform to the Verimatrix Secure Cloud was easy once his team evaluated its performance.

"For us, it's all about the 'time to buy' for our customers," Karunia said. "In our industry, trust is everything. We trust our security solution to help us retain the trust of our customers. Whether it's during an extremely popular live sporting event or kids shows, that moment when you begin to request content is the first impression you can never re-do. Requests Per Minute (RPMs) are key. It has to go well the first time, and Verimatrix's SaaS service has not disappointed in even the most demanding situations."

In addition to all-important consistency, Verimatrix's cloud-based service, Karunia said, enables the company to focus its efforts on its core business of consistently delivering great content. Explaining that benefit as no small perk, Karunia said it eliminates the need to invest in countless man hours addressing security. They're able to leave it to the experts, which in turn, actually helps them grow and improve their business that serves millions.

"Aside from our 'time to buy' user experience, Verimatrix brings a level of peace of mind that's required during English Premier League games when the number of simultaneous requests is huge," he said. "Freeing us to address other areas of our business is a benefit that can't be overstated."

Further adding, Karunia said, "With Verimatrix Multi-DRM, Mola.tv is able to protect against internet piracy without any disruption to the end user. Hosting the solution via the Verimatrix Secure Cloud has provided immediate content security, and it also allows us to amass and expand our subscriber base."

With experience paramount, the bits and bytes matter -- and Verimatrix has proven to deliver.

"A key motivator behind this deployment is our reputation and presence in the Asia-Pacific region where we have made it possible for many video service providers to grow and scale substantially," said Asaf Ashkenazi, Chief Operating Officer at Verimatrix. This is especially true for those taking advantage of our SaaS offering. The decision was wise especially considering that Mola.tv has rights to English Premier League football. Our burst capacity and scalability are crucial for companies such as Mola.tv. We are here to support their short- and long-term security needs in order to help further their growth."

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A FULL SPECTRUM OF SECURITY TECHNOLOGIES WORK IN UNISON TO EMPOWER OPERATORS

In some cases, Karunia said millions of subscribers can concurrently tune in to its highly anticipated games without being able to accurately predict what the traffic and demand will be for each game. That translates into thousands of requests per second to support millions of concurrent users per game and requires comprehensive testing before choosing a DRM solution.

By deploying the most trusted SaaS solution on the market for burst scaling, live events such as sports and concerts no longer have to be a worrisome endeavor for up-and-coming operators as well as established services.

Ashkenazi said, "For operators, there's nothing worse than a feeling of loss of control when they are turning to a cloud provider to protect their entire revenue stream -- especially if they have already invested heavily to drive traffic.

"Our Verimatrix Secure Cloud is purpose-built with an infrastructure that is fully baked," Ashkenazi continued. "Just ask our customers. That's why more and more operators such as Mola.tv are turning to Verimatrix for scalability and peace of mind. Also, when combined with Verimatrix Application Shielding and piracy monitoring services, not only does Verimatrix provide security performance at scale, but we also offer full stack, 360-degree security for the entire platform."

Here's a look at what makes Verimatrix stand out as the leading innovator that brings the capacity required during event-driven bursts for fast-growing streaming services worldwide:



Proxy to Back-End Services

Verimatrix provides proxy caching layers throughout the application layer to help minimize dependencies on third-party

platforms that may experience an outage or inability to handle the load of a huge burst of simultaneous requests. From Verimatrix's caches, operators can still run and subscribers aren't affected from backend platform issues.



Granular Billing & Detailed Analytics Reports

Verimatrix offers multiple business models and dashboards that allow operators to only pay for what they use and see how it's being used. Optional add-ons can identify growth metrics, trends and threats to the business.



Flexible Business Models

Understanding that event-driven models such as sports and concerts don't require operators to use the service all the time, Verimatrix offers business models that

align with how operators sell, ensuring the most efficient use of Verimatrix services.





Rapid Deployment

Verimatrix and its integrated partners can deploy a fully-branded video solution in days, not months. Whether it's an internationally-known event or a smaller targeted audience event, that speed is a notable advantage.



Resilient & Redundant

Verimatrix Secure Cloud is designed to be mission-critical resilient and globally redundant. Customers may also opt to increase mission-critical infrastructure where it is needed most.



Low-Latency Global Deployment

For customers who demand the lowest-latency performance for high-traffic events, Verimatrix Secure Cloud can be upgraded at the edge of where customers are located.



GDPR Compliant

OTT services allow an organization to grow its brand and footprint globally beyond traditional markets. Verimatrix Secure Cloud is completely GDPR compliant to ensure customer data stays private in accordance with regulations regardless of where they are coming from.



Hybrid Capable

Prefer SaaS to be the primary and on-premise to be a backup? Or, must on-premise serve as the primary while SaaS is the backup? Verimatrix easily works in both situations.



Infinite Backups

In rapid, burst traffic situations where demand and traffic may be unpredictable, such as millions of subscribers registering in rapid, burst traffic situations where demand and traffic may be unpredictable with millions of subscribers registering and watching live sporting events or major concerts, services and data stored within Verimatrix Secure Cloud are going to reliably and quickly scale up and be stable and resilient, allowing you and your customers to watch secure high-traffic events uninterrupted. Once the event is over, the system will gracefully scale back down which translates to a smooth and friendly user experience.



Operators are only empowered when their number of Requests Per Seconds (RPS) is a non-issue.

"It's the scalability and performance that distinguish Verimatrix as a consistently unmatched security solution."

-Martin Bergenwall, Senior Vice President, Products, Verimatrix

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About Mola.tv

Mola.tv is a multi-platform service for cable television, IPTV, live and on-demand video, and over-the-top video in Indonesia and Timor-Leste. Mola.tv offers premium channels, sports content and thousands of on-demand titles. In addition, Mola.tv also presents film content and special programs for children from various genres in Indonesia and abroad. To learn more, visit <https://mola.tv> and follow on LinkedIn and Facebook.

About Verimatrix Multi-DRM

A cloud-based SaaS model, Verimatrix Multi-DRM not only reduces NOC-related expenditures, but also addresses issues of fragmentation, business analytics and security, while allowing operators to retain full control of their service offer and subscriber relationships. Building upon the Verimatrix Video Content Authority System (VCAS) and Analytics products and services, Verimatrix offers a comprehensive, multi-screen and multi-DRM solution for premium content security and monetization.

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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