



# Beyond *Content Protection* to *Revenue Security*

## VCAS 3 Highlights

**vcas**<sup>TM</sup>  
Video Content Authority System





# Agenda

- Company Overview
- IPTV Market
- General Product Requirements
  - IP, DVB One-Way, hybrid, mobile & OTT support from one CA Head End
  - Wholesale/retail model
  - Watermarking
  - Multirights



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# Verimatrix Snapshot



<b>Founded</b>	2000
<b>Headquarters</b>	San Diego, Calif., with satellite offices in Atlanta, Boston, Beijing, Singapore, Amsterdam, Paris, Nice, Moscow
<b>Employees</b>	100+ (35 in global sales and support offices)
<b>Customers</b>	450+ operator customers in 50 countries, including 22 Tier 1's and 2's – protecting more than 18 million screens (over 30% market share in IPTV)
<b>Partners</b>	Over 110 ecosystem channel & integration partners including Ericsson, IBM, Motorola, Nokia Siemens Networks and Thomson, representing <i>over 95%</i> of total supplier base in the IPTV market
<b>Investors</b>	Goldman Sachs, Mission Ventures, Crescendo Ventures, Cipio Partners, SunAmerica Ventures & JK&B Capital

# 450+ Customers, 50 Countries



*Every customer has access to premium content*



# The Pay-TV Market Place - today



*The race is on! Pay-TV is part of the TRIPLE play!*

- Tier 1 player
  - Now: introduction of their second generation IPTV platform
    - Focus on „Cost of Ownership“ and „Time to Market“
    - Hybrid approach to get more market share
  
- Tier 2 player
  - Also increase customer loyalty by offering their own IPTV solution (time of ECO systems)
  
- OTT - Offers
  - Reach everyone!
  - YouTube, Google, Microsoft, TV set vendors etc have VOD offers...

# IPTV Market - Challenges

## *Biz-case for the Operator*

- Monthly subscription fee will decrease!
- New revenue streams by: targeted advertising & micro services/payments!

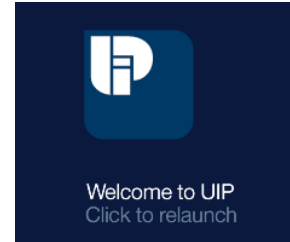
Modern IPTV platform:

=> Cost of ownership!

=> Flexibility - Time to Market!



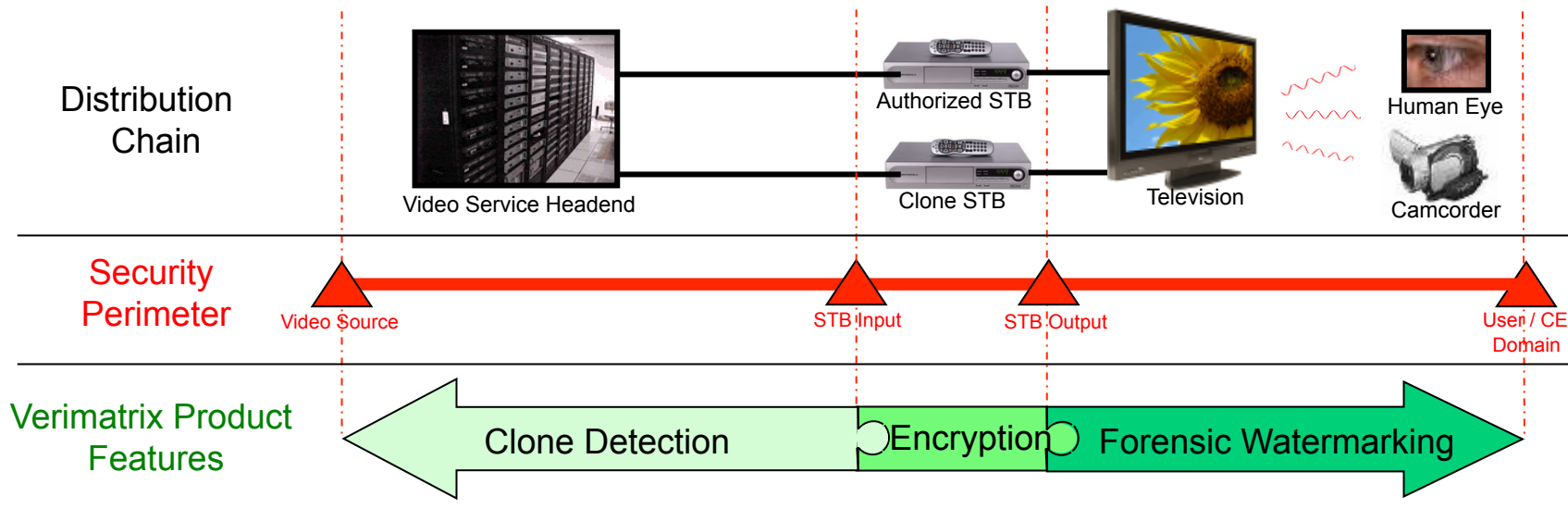
# Established Content Relationships



# Our Solution and Value Proposition



## Interlocking solution meets market needs



### Stakeholder Benefits



**Content Owners**

Maximum / renewable content security. "Camera-to-couch" tracking of stolen content.



**Video Service Providers**

Premium content licensing. New distribution mediums licensed. Theft of Service protection.














































**Consumers**

Expanded service offerings. Seamless experience across multiple devices. Privacy protection.

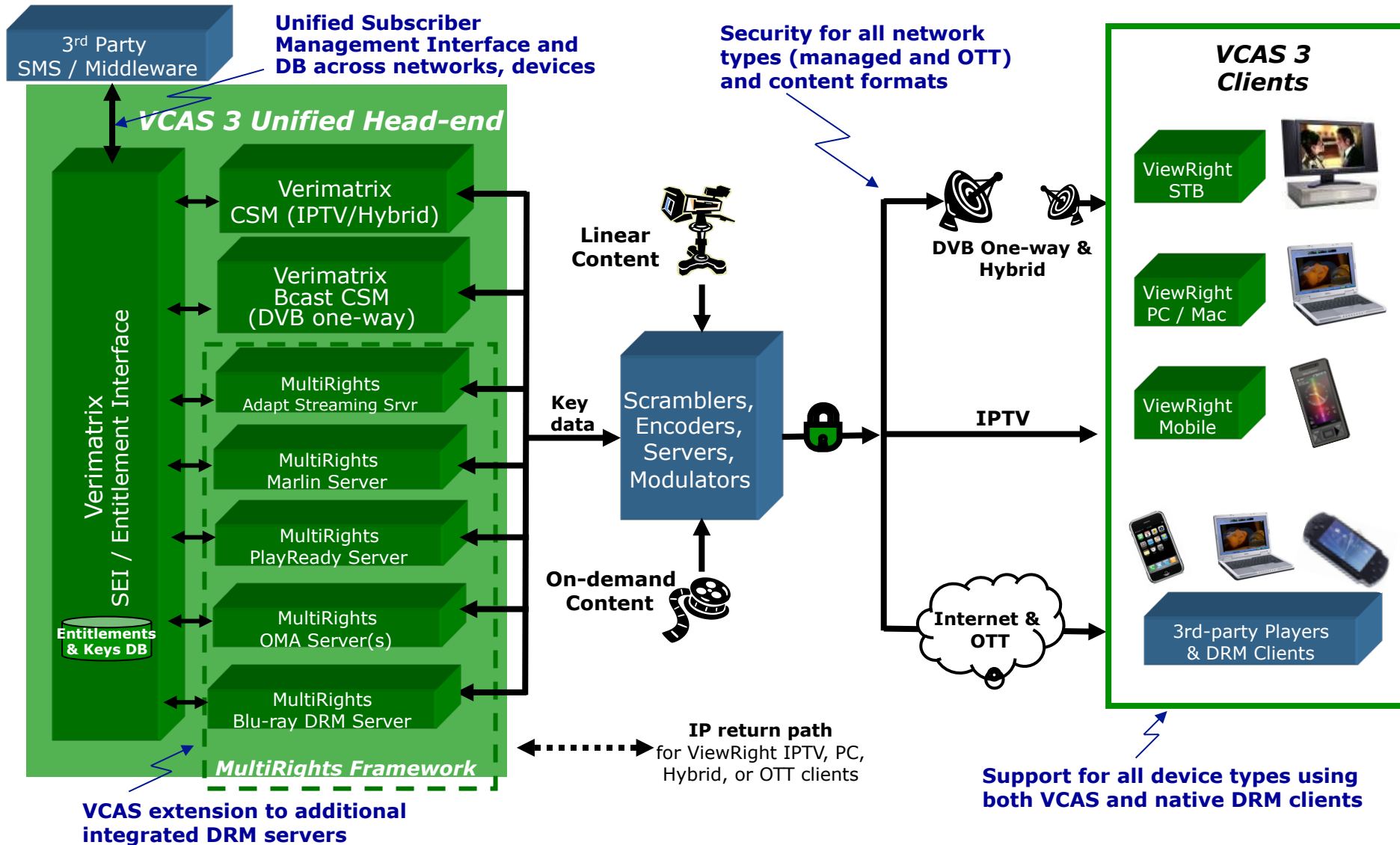


# Vast Partner Ecosystem & Choice

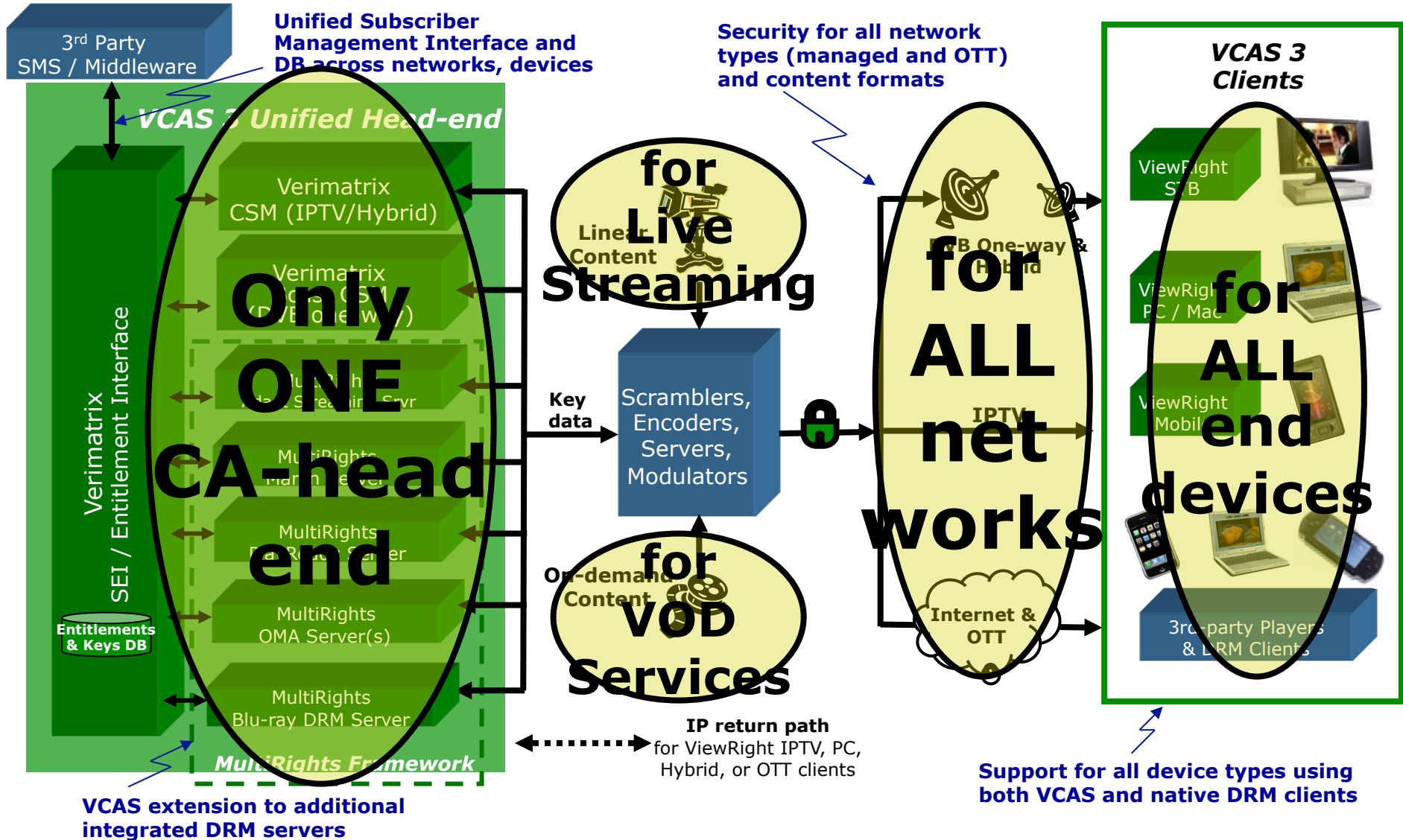


Middleware	VOD
   	 
   	   
    	 
    	 
    	   
   	 

# VCAS 3 High-level Architecture



# VCAS 3 High-level Architecture



# VideoMark Insertion/Extraction





Thank You!

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