![Verimatrix — DRIVING TRUST]

Translate insights into revenue.

Tap into operators' subscriber data to boost your bottom line.

Verimatrix Analytics

SOLUTION BRIEF

EVERY KERNEL OF INFORMATION CAN POTENTIALLY HELP OPEN NEW PATHS TO ADDED PROFITS

Helping Operators Uncover Subscriber Data Value to Continually Increase Revenue

Video consumption is transforming before our eyes. Today's Pay-TV and OTT video distribution service providers are leapfrogging beyond video to tackle internet and other connected services. Operators are looking to squeeze more efficiencies out of every dollar spent.

With Verimatrix Analytics, you can utilize data harvesting & analytics tools to surface subscriber profitability stories that can lead to actionable insights powerful enough to boost consumption rates, reduce churn and increase Average Revenue Per User (ARPU).

Access and Monitor Real-Time Video Data
Customizable real-time dashboards help you find actionable data to enhance user experience—identify playback issues, optimize service performance and streamline network operations.

Uncover Historical Business Intelligence
An intuitive interface enables providers to easily navigate through dashboards to uncover actionable insights regarding viewing habits, content correlations and content engagement frequency.

Identify and Retain At-Risk Video Subscribers with Data
Audience insights can be used to improve how you plan, transact and evaluate media across platforms. Data stories can help you spot negative trends that lead to costly subscriber churn.

Verimatrix's cloud-based SaaS analytics solution unifies data from a variety of sources – devices, network, content and DRM systems – to provide a 360-degree customer view and enable a foundation for predictive actions to retain and delight more subscribers.

Optimize Viewer Experiences with Real-Time Tools
Monitor video playback down to each individual view, leveraging dashboards that show load time, device type and engagement metrics. Turn data into actionable insights for your engineering and support teams to catch issues and debug more effectively.

Prevent Subscriber Churn
Use subscriber behavior insights to enhance viewer engagement and correlate content providers and titles. Visualize how customers use your service, find dormant subscribers and revive them with compelling offers to minimize churn.

THE FEATURES YOU NEED TO MAKE INFORMED DECISIONS

Audience Segmentation Capabilities
Use audience segmentation to locate dormant subscribers and reengage them with an informed retention marketing strategy.

Comprehensive Cloud Platform
Gather data from a wide variety of sources – devices, network, content and DRM systems – within the Verimatrix Secure Cloud

Unique Device Microscoping
Enhance customer support with the ability to select a unique user or device to identify issues in the playback of specific assets of interest.

360 Degree Customer View Dashboards
Verimatrix Analytics' preloaded and configurable dashboards provide multi-user access to 360-degree customer views that drive better decisions.

Managed & Unmanaged Networks
Segment data from managed and unmanaged networks to gain insight into device health, player performance, app usage, and user navigation.

Data from a Variety of Sources
Unify data from a wide range of sources, including set-top boxes, video display devices, VOD servers, DRM systems, program schedules, and metadata.

Verimatrix Analytics unlocks actionable opportunities for us to stay in stride with our audiences' viewing experience expectations.

Naoki Kobayashi
General Manager, JCOM

J:COM

www.verimatrix.com

Reduce Churn and Drive Content Revenue with a Proven Leader in the Industry

Verimatrix Analytics gives you easy access to insights that will drive viewer engagement, increase net-positives, reduce churn and ensure that content is always offered at the right price. As industry experts with two decades of experience, many of the world's largest content owners and service providers trust Verimatrix to protect the systems people depend on every day.

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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