



**VERANCE**



# Enabling The Delivery of Hybrid TV Services Across All Distribution Paths Today

*November 2019*

# **Verance: Setting The Standard**

*20 years of delivering industry solutions*



***Verance Watermark***

Connected  
Broadcast TV



***Cinavia®***

Anti-piracy  
Technology  
for Movies



***VCMS/A™***

Anti-piracy  
Technology  
for Music

# *What is the Verance Watermark?*

- ▶ An inaudible digital watermark technology applied to video assets and detected by viewing devices.
- ▶ A high-performance commercial implementation of the newly released “Application Discovery over Broadband” extension to the HbbTV specification.
- ▶ Already successfully deployed by leading U.S. programmers as part of the ATSC 3.0 NextGen TV Standard.



# Watermarking Supports Leading Hybrid Services Today



**INTERACTIVITY**

**Verance watermarking  
enables delivery of hybrid  
services across all devices  
& distribution paths**



**ADDRESSABLE  
ADVERTISING**



**PERSONALIZATION**



**HOUSEHOLD-LEVEL  
VIEWERSHIP  
DATA**

# Watermarking Solves HbbTV Delivery Issues

- ▶ In many countries, IPTV, satellite, cable and OTT households need the Verance watermark for HbbTV services to pass through the HDMI port.

**IPTV/satellite/cable/OTT  
(HDMI Port)**

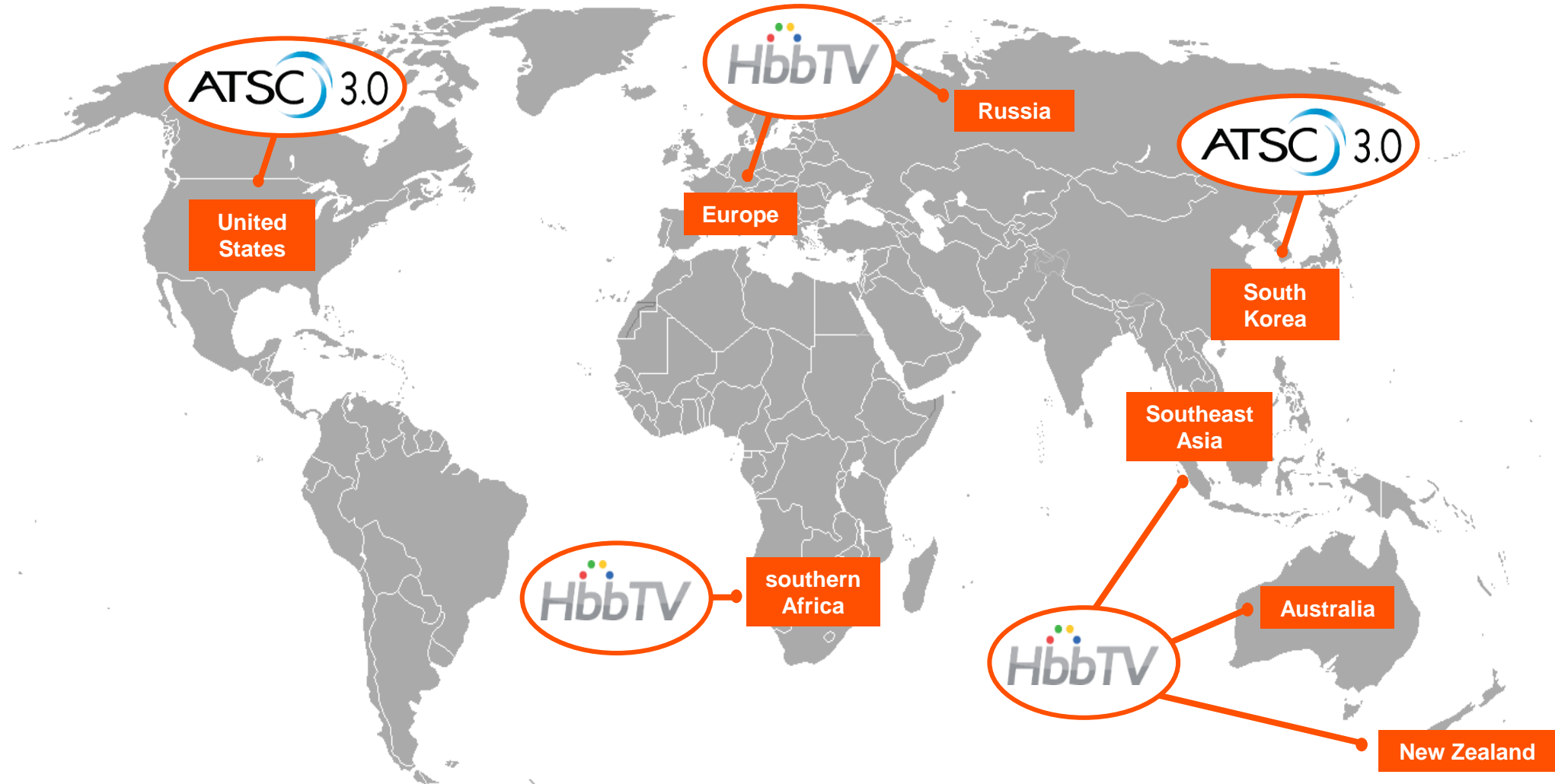
*Without the Verance watermark,  
metadata & triggers are blocked*



*With the Verance watermark,  
metadata & triggers reach  
the end consumer*



# Global Standard for Watermarking



# Verance Watermark Support for HbbTV and DVB



- ▶ Verance watermarking offers a high-performance commercial implementation of the watermark sanctioned by the HbbTV Association in their recently published [“Application Discovery over Broadband”](#) (ADB) specification.
- ▶ Read our press release [here](#).



- ▶ The CM-TA (Commercial Module Group for the Targeted Advertising spec) is currently exploring watermarking as an alternative solution for targeted advertising.

# *Verance Watermarking Benefits*

*Enables the delivery of hybrid services across all distribution paths today*

- ▶ **100% Reach:** Enables delivery of hybrid services to 100% of watermark-enabled TVs.
- ▶ **Superior Performance:** Ensures frame-accurate sync within a single frame with 100% match rate.
- ▶ **Global Watermarking Standard:** Adopted for use within the HbbTV ecosystem and selected for use within the ATSC 3.0 standard.
- ▶ **Broad Functionality:** Interoperable with existing and future hybrid service offerings including HbbTV, ATSC 3.0 and DVB-Targeted Advertising.

For more information visit [www.verance.com](http://www.verance.com) or email [marketing@verance.com](mailto:marketing@verance.com)



A dark blue background with two intersecting lines: a white line sloping downwards from left to right, and an orange line sloping upwards from left to right. At their intersection, there are two concentric circles: an outer white one and an inner orange one.

*Thank you*