

# Veygo introduces its Meta\_Player version 5, Integrated with Verimatrix Verspective Analytics and VideoMark Watermarking Solutions

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**Paris, France.** Veygo has released its Meta\_Video Player version 5, the latest version of its next generation cross-platform media player, as a crucial foundation for building profitable, robust and engaging broadcast, broadband and OTT video strategies.

Veygo Meta\_Video Player Software as a Service solution, through its multi OS architecture and integration framework, offers unparalleled customization and monetization capabilities with digital rights management, user engagement and retention in mind.

On top of multiple DRMs support and advanced subtitles capabilities, the new version of Veygo Meta\_Video Player features an enhanced real-time analytics dashboard and introduces watermarking support to secure premium VOD and live events.

To this end, Veygo strengthens its ongoing partnership with Verimatrix, the leading specialist in securing and enhancing revenue for network-connected devices and services, in order to offer more sophisticated monitoring and business intelligence insights of customer's behavior, as well as unmatched revenue security.

The real-time analytics from its Veygo Meta\_Video Player is now integrated with the Verimatrix Verspective™ RT analytics solution. In addition, the Veygo multi-DRM secure mobile video player is now integrated with Verimatrix VideoMark™ forensic watermarking solution for VOD and live events.

“By integrating our real-time analytics with Verspective RT analytics and adding Verimatrix VideoMark Forensic and Live profiles to our multi-DRM secure video player, we are bringing a best-in-class solution for revenue generation and protection for service providers looking to deliver premium content across multiple networks,” commented Jean-Christophe Perier, Founder and CEO of Veygo. “Coupled with Verimatrix's MultiRights OTT Plus, we're delighted to deliver a streaming technology and DRM agnostic consistent viewing experience in the fragmented device environment.”

“Offering a secure multi-device player that features watermarking and analytics in a single package is clearly an indicator of where the video services market is headed,” said Petr Peterka, CTO of Verimatrix. “Video service providers need flexibility and scalability with their infrastructures to deliver compelling content services, while also having the robustness of analytics and watermarking to maximize monetization and revenue. We are thrilled to extend our partnership with Veygo to ultimately help service providers stay competitive.”

## About Veygo

Founded in 2012, with R&D and operations in the USA, France, Indonesia and Singapore, Veygo makes multiscreen premium video services simple and profitable.

We partner with the industry leaders to design, develop and deliver compelling new entertainment, advertising and digital experience propositions your customers will love spending time with.

Veygo's unique offering combines end-to-end premium content workflow management, advanced secure video player, analytics, discovery and personalization capabilities, social media integration with innovative dashboards and focused service expertise.

For more information, please visit <http://www.veygo.co>.

For a trial, please contact us at [hello@veygo.co](mailto:hello@veygo.co)

Meet us during NAB in Las Vegas, April 7<sup>th</sup>-12<sup>th</sup>!

### **Contact**

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### **About Verimatrix**

[Verimatrix](#) specializes in securing and enhancing revenue for network-connected devices and services around the world and is recognized as the global number one in revenue security for IP-based video services. The award-winning and independently audited Verimatrix Video Content Authority System ([VCAS](#)) family of solutions enables next-generation video service providers to cost-effectively extend their networks and enable new business models. The company has continued its technical innovation by offering a comprehensive data collection platform, [Verspective Analytics](#), for automated system real-time quality of experience (QoE) optimization to drive user engagement and content monetization, and data collection/analytics and [Vtegrity](#), advanced security that addresses IoT threats and service lifecycle management.

Its [unmatched partner ecosystem](#) enables Verimatrix to provide unique business value beyond security as service providers introduce new applications that leverage the proliferation of connected devices. For more information, please visit [www.verimatrix.com](http://www.verimatrix.com), our [Pay TV Views blog](#) and follow us [@verimatrixinc](#), [Facebook](#) and [LinkedIn](#) to join the conversation.

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