



## PRESS RELEASE

### **Video – the killer application for the 21<sup>st</sup> Century**

*Content/VAS providers, operators and content security solutions providers gather at 17<sup>th</sup> Convergence India 2009*

**New Delhi, 19 March 2009:** A few years ago, convergence typically referred to the access to voice and data services over a single network. But the next wave of convergence brings a more complete user experience by adding the missing link – video.

According to Nick Hawkins, Director, Service Providers – APAC, Polycom Inc., "Video is the killer application for service providers in the 21<sup>st</sup> century." Speaking at the 17<sup>th</sup> Convergence India 2009 international conference, on the second day of the event, Mr. Hawkins declared video as the ideal way for service providers to monetize their networks and maximize their Average Revenue Per User (ARPU).

Next generation networks are enabling what is known as 'true convergence' i.e., voice, data **and** video. 3G and IPTV are two such entrants to the Indian market offering a whole new user experience on mobile handsets and television sets.

As demand for video grows exponentially, content owners/creators are coming out with new and innovative content for TV and mobile phones. However, the biggest concern for content creators and broadcasters in India is piracy. "With a revenue leakage of US\$ 1.1. billion, India is the biggest monetary contributor to piracy in Asia," said Mr. Sanjeev Fernandez, NDS India, at a workshop conducted by the Center For Content Protection (CCP) Asia Pacific on *The Future Role of Watermarking Fingerprinting for Content Distribution*.

The rising demand for video is necessitating whole new business models where content protection plays a crucial role.

Among CCP members showcasing their content security solutions for the Indian market at 17<sup>th</sup> Convergence India 2009, was Verimatrix, who brought out its Video Content Authority System (VCAS) for both IPTV and Digital Video Broadcasting (DVB). Earlier this week, Verimatrix had announced that its VCAS has been deployed to protect the IPTV services provided by state owned telco Bharat Sanchar Nigam Ltd.

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