

## Vialis Offers Hybrid DTT and OTT Service Powered by Viaccess-Orca

### *VO's TV Platform Enables French Operator to Deliver Personalized Content on Any Screen*

**PARIS — Oct. 12, 2021** — Viaccess-Orca (VO), a global leader providing OTT and TV platforms, content protection, and advanced data solutions, announced today that French operator Vialis has launched a new hybrid DTT and OTT service powered by [VO TV Platform](#). Featuring [TV Business Analytics](#) and [Multi-DRM](#) support, VO's TV Platform enables Vialis to deliver personalized viewer experiences on every screen, including Ultra HD, live, time-shift TV, and replay content.

"Video services are evolving rapidly. Today's viewers want access to a wide range of video content on any screen, along with a personalized viewing experience," said Jacky Hahn, Technical Director at Vialis. "VO's TV Platform gives us unique insights into our audience and their level of engagement with the service, enabling us to optimize our content offerings to suit their tastes. With VO's end-to-end solution, it's simple to deliver DTT and OTT content, as we can see and manage the entire workflow from a single interface."

Vialis is using VO's TV Platform to deliver international, national, and local content to subscribers while addressing viewers' expectations for personalized experiences. Leveraging the VO platform, Vialis is offering a dedicated content bouquet targeted at German-language speakers on top of its French content.

VO's technology makes it easy for Vialis to manage its DTT and OTT offerings, providing the operator with a single screen to upload, encrypt, publish, and filter assets. By integrating back-office operations and third-party components using an open, optimized API layer, VO's platform lowers operating costs for the operator.

Through VO's TV Business Analytics, Vialis can easily identify popular content and products to optimize personalization and boost viewer engagement, while VO's Multi-DRM support ensures secure content delivery to all screens.

“VO is proud to be at the heart of this new adventure with Vialis, one of our longtime customers,” said Arnaud Alvarez, Executive Vice President, Global Sales at Viaccess-Orca. “In the eastern region of France, French, Alsatian, and German are spoken. VO offers an efficient approach to service delivery, enabling operators like Vialis to reach subscribers, no matter what their preferred method of distribution, device, or language is.”

More information about VO’s TV Platform and its full portfolio of solutions is available at [www.viaccess-orca.com](http://www.viaccess-orca.com).

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#### **About Viaccess-Orca**

Viaccess-Orca is a leading global solutions provider of OTT and TV platforms, content protection, and advanced data solutions. The company offers an extensive range of innovative, end-to-end, modular solutions for content delivery, protection, discovery, and monetization. With over 20 years of industry leadership, Viaccess-Orca helps content providers and TV operators shape a smarter and safer TV and OTT experience. With its expertise in security, VO is also helping the digital manufacturing industry protect their assets. Viaccess-Orca is part of the Orange Group and the company’s solutions have been deployed in over 35 countries. For more information, visit [www.viaccess-orca.com](http://www.viaccess-orca.com) or follow the company on Twitter @ViaccessOrca and LinkedIn.

**Link to Word Doc:** [www.202comms.com/Viaccess-Orca/211012-Viaccess\\_Orca-Vialis-DTT\\_and\\_OTT-Service.docx](http://www.202comms.com/Viaccess-Orca/211012-Viaccess_Orca-Vialis-DTT_and_OTT-Service.docx)

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