

Viaccess-Orca Appoints Sammer Elia as Business Development Director for MENA Region

PARIS — Oct. 14, 2021 — Viaccess-Orca (VO), a global leader providing OTT and TV platforms, content protection, and advanced data solutions, today announced that Sammer Elia has been appointed as the company's Business Development Director for the Middle East and North Africa (MENA) region. In his new role, Elia will lead VO's sales and business development for OTT video, entertainment, and content protection solutions, addressing the company's expanding global presence and helping to ensure superior service for customers in the MENA region.

"The OTT market is experiencing tremendous growth, with Africa poised to reach \$1.725 billion in revenues by 2026. Piracy is also rising in the region and content protection has never been more important for our customers," said Pascal Birot, Vice President Sales, EMEAR, at Viaccess-Orca. "With more than 20 years of expertise, Sammer is a proven leader to drive VO's sales efforts in the region. His strong business acumen, analytics skills in evangelizing new solutions, and track record for creating new business opportunities in emerging markets will help us increase sales, expand our business, and boost profitability in the MENA region."

Based in Dubai, Elia brings a wealth of sales and business development experience to VO from working at multinational companies including Nokia, NEC, Oracle, EXFO, and Orange. Prior to joining VO, Elia was the Sales and Business Development Director, ANZ, at Broadpeak. Before that, Elia spearheaded the multimedia and APM business unit at ILS Technologies, where he applied visionary strategies to accelerate the company's success and growth. In the span of four years, he transformed ILS Technologies into an essential partner for OTT and APM across the region.

"VO has a burgeoning customer base in the MENA region. While ensuring the continuity of VO's distinguished service to customers will remain paramount, I'm excited to provide guidance to service providers on how to successfully launch, protect, and monetize their streaming services," said Elia. "I strongly believe in the myriad opportunities the region has to offer and the superiority of VO's tailored solutions to address the ever-evolving TV and OTT landscape."

More information about Viaccess-Orca and the company's solutions is available at 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 or follow the company on Twitter @ViaccessOrca and LinkedIn.

Link to Word Doc: www.202comms.com/ViaccessOrca/211014-Viaccess-Orca-Sammer_Elia-Appointment.docx

Photo Link: www.202comms.com/ViaccessOrca/VO-Sammer_Elia-BizDev-MENA.jpeg

Photo Caption: Sammer Elia, Newly Appointed Business Development Director, MENA, at Viaccess-Orca

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