

## Media Advisory

# Viaccess-Orca Brings Powerful TV Platform to ANDINA LINK 2022

**PARIS — March 8, 2022** — Viaccess-Orca (VO), a global leader providing OTT and TV platforms, content protection, and advanced data solutions, announced today that the company will showcase its powerful, end-to-end [TV platform](#) at ANDINA LINK 2022.

**THE NEWS:** VO will demonstrate how it is leading the charge to a smarter and safer digital TV and OTT experience at ANDINA LINK 2022 in booth #71.

**WHERE:** The show takes place March 8-10 in Cartagena, Colombia. To schedule a meeting, visit [https://www.viaccess-orca.com/andinalink\\_2022](https://www.viaccess-orca.com/andinalink_2022)

**WHY:** Over the past few years, the video market has seen a steep increase in video consumption and an amplified need for generating additional revenue streams. Operators need solutions to quickly adapt to the evolving TV landscape while keeping premium content safe.

**SOLUTIONS:** At ANDINA LINK 2022, VO will demonstrate how its TV platform and the VO Secure Player allow operators to manage, publish, personalize, and monetize content on multiple devices with reduced costs and increased business agility. Attendees at ANDINA LINK 2022 will learn how VO is revolutionizing the monetization of first-party usage data with its unique data-driven Targeted TV Advertising solution, available on the company's TV Platform.

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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/ViaccessOrca/220308-Viaccess\\_Orca-ANDINA\\_LINK-2022.docx](http://www.202comms.com/ViaccessOrca/220308-Viaccess_Orca-ANDINA_LINK-2022.docx)

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