

**2022 NAB Show Preview**  
**April 23-27**  
**Las Vegas**  
**Booth W10203**



Within the video market, several key trends have been intensified by the COVID-19 global health crisis, including a steep increase in video consumption, an amplified need for generating additional revenue streams, and new and sophisticated forms of piracy. At the 2022 NAB Show, Viaccess-Orca (VO) will showcase its [TV platform](#) (on-prem, cloud based or as a service) featuring the [VO Secure Video Player](#) and offering advanced capabilities such as analytics, TV monitoring, and Targeted TV Advertising. The company will also showcase innovations in content protection solutions and [anti-piracy](#) services. VO's solutions are open, flexible, and compatible with other technologies, enabling operators to quickly adapt to the evolving TV landscape while keeping premium content safe.

To meet VO at the 2022 NAB Show and see the latest innovations, register at [https://www.viaccess-orca.com/nab\\_2022](https://www.viaccess-orca.com/nab_2022).

### **Deliver an Outstanding Experience While Maximizing Revenues With VO's TV Platform**

At the 2022 NAB Show, VO will showcase its powerful TV platform. VO's service delivery platform, together with content protection and DRM capabilities; a multiplatform player; customizable, white-label TV apps; analytics; AI-based Targeted TV Advertising; and more provides operators and service providers with an end-to-end solution for delivering outstanding viewing experiences.

A key highlight on the platform will be VO's AI-based Targeted TV Advertising solution that revolutionizes the monetization of first-party usage data. Driven by AI analytics, VO's cutting-edge Targeted TV Advertising solution enables service providers to accurately segment audiences, and activate the segments leveraging Smart AdServer's advertising platform, to maximize revenues. The VO TV advertising solution will also be a part of a targeted advertising demo with Ateame at the 2022 NAB Show.

**Photo Link:** [www.202comms.com/ViaccessOrca/Viaccess\\_Orca-Targeted\\_TV\\_Advertising.jpg](http://www.202comms.com/ViaccessOrca/Viaccess_Orca-Targeted_TV_Advertising.jpg)

**Photo Caption:** VO's AI-based Targeted TV Advertising Solution Revolutionizes the Monetization of First-Party Usage Data.

### **Optimize the Delivery of Live Video Content With the VO Secure Player**

At the 2022 NAB Show, VO will also showcase the Secure Player, a multiplatform media player for premium content, highlighting how it optimizes the delivery of live video content by supporting:

- **Multiview:** Support for multiview allows end users to observe the same event from different camera angles and select the primary view they want to watch for increased viewer engagement.
- **Watch Party:** Watch Party enables sports fans to watch live or on-demand sports matches on PCs or mobile devices while simultaneously interacting with a viewer group through video chat. With the Watch Party feature, video and audio are perfectly synchronized in real time across all devices in the group, and users can control both content volume and the volume of their conversations, resulting in a more engaging and immersive viewing experience over 5G.

**Photo Link:** [www.202comms.com/ViaccessOrca/Viaccess\\_Orca-Secure\\_Video\\_Player.jpg](http://www.202comms.com/ViaccessOrca/Viaccess_Orca-Secure_Video_Player.jpg)

**Photo Caption:** VO Secure Video Player With Multiview and Watch Party

## **Protect Premium Content and Revenues With VO's Anti-Piracy Services**

Evolving video piracy is a universal concern. At the 2022 NAB Show, a key highlight will be VO's Anti-Piracy Center, a fully customizable set of security services that includes AI-based dynamic watermarking, monitoring, and investigative services for both live and on-demand content. With VO's trusted and proven anti-piracy services, operators can safeguard their brand, premium content, and revenues. VO's Anti-Piracy Center prevents pirates from hacking the content distribution chain from the service delivery platform to the end-user device.

**Photo Link:** [www.202comms.com/ViaccessOrca/Viaccess\\_Orca-Anti-Piracy\\_Center.jpg](http://www.202comms.com/ViaccessOrca/Viaccess_Orca-Anti-Piracy_Center.jpg)

**Photo Caption:** VO Anti-Piracy Center

## **NESTED 5G Demo**

Viaccess-Orca will participate in a NESTED (New vidEo STandards for Enhanced Delivery) technology demo with Ateme at the 2022 NAB Show. The demo will take place in the Ateme booth W3512, showcasing how operators can achieve sustainable video streaming over 5G. The demo will highlight the benefits of using an end-to-end, preintegrated, best-of-breed multicast ABR solution for exceptional, personalized viewing experiences.

## **VO Offers Insights on Next-Gen Technologies and Trends**

VO executives will bring their insights to the 2022 NAB Show through several educational sessions:

- Guillaume Lossois, TV Solution Architect at VO, will examine "How to Capitalize on Next-Gen Targeted Advertising Opportunities With AI and Analytics" at the Broadcast Engineering and IT Conference on April 24 at 1:55 p.m.
- Dror Mangel, Director of Product Management at VO, will present a keynote session on "The Pillars for a Successful IPTV and OTT-TV Advertising Business" on April 25 at 10 a.m. in the CM|IP Theater.
- Carlos Ramos, Business Development Director, Americas, at VO, will join a CM|IP panel debate on "Going Global — How to Launch International TV Services" on April 26 at 4:20 p.m.

## **Company Overview:**

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 on LinkedIn.

**Link to Word Doc:** [www.202comms.com/ViaccessOrca/220322-VO-NAB\\_Preview.docx](http://www.202comms.com/ViaccessOrca/220322-VO-NAB_Preview.docx)

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