

BroadcastAsia 2022 Show Preview
June 1-3
Singapore
Booth 5H3-01



At BroadcastAsia 2022, Viaccess-Orca (VO) will showcase its [TV platform](#) featuring the award-winning [VO Secure Video Player](#) and offering advanced capabilities such as Targeted TV Advertising, analytics, and TV monitoring. The company will also showcase innovations in content protection solutions and [Anti-Piracy Services](#). VO's solutions are open, flexible, and compliant with the full ecosystem, enabling operators in the APAC region to quickly adapt to the evolving TV landscape while keeping premium content safe.

To meet VO at BroadcastAsia 2022 and see the latest innovations, register at <https://www.viaccess-orca.com/asia-tech-singapore-2022>.

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

At BroadcastAsia 2022, VO will showcase Targeted TV Advertising on its powerful TV platform. VO's service delivery platform, together with content protection and DRM capabilities, a multiplatform player, customizable TV apps, analytics, recommendations 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 advanced TV advertising solution enables service providers to accurately segment audiences and activate the segments by leveraging its partner Smart AdServer's advertising platform to maximize revenues.

Photo Link: 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 BroadcastAsia 2022, VO will showcase the award-winning 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 any screen while simultaneously interacting with a viewer group through video chat for a more engaging and immersive viewing experience over 5G.

Photo Link: 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 BroadcastAsia 2022, a key highlight will be VO's Anti-Piracy Services, a fully customizable set of security services that includes AI-based dynamic watermarking, monitoring, and legal investigation into piracy 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 Services prevents pirates from

hacking the content distribution chain from the service delivery platform to the end-user device. It's particularly crucial for live sports content.

Photo Link: www.202comms.com/ViaccessOrca/Viaccess_Orca-Anti-Piracy_Services.jpg

Photo Caption: VO Anti-Piracy Services

Live Demos

VO will showcase its technologies in action through live customer deployments. A key highlight will be how customers are using VO's TV platform to deliver personalized TV experiences on every screen, improve viewer engagement, and increase revenue.

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 or follow the company on Twitter @ViaccessOrca and on LinkedIn.

Link to Word Doc: www.202comms.com/ViaccessOrca/220517-Viaccess-Orca-BroadcastAsia_2022.docx

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