



## **Viaccess-Orca and Ateme Redefine the Linear TV Experience With Personal Channels**

**PARIS — Sept. 6, 2022** — Viaccess-Orca (VO), a global leader providing OTT and TV platforms, content protection, and advanced data solutions, and Ateme, the global leader in video compression, delivery, and streaming solutions with innovation at its core, today announced they are partnering to offer a new service that simplifies the creation of VOD-to-live and personalized live channels with targeted ads. Driven by usage data, viewing preferences, and subscriber consumption patterns, the Personal Live Channels service empowers content owners, broadcasters, and service providers to boost viewer engagement, reduce churn, and increase monetization.

“We’re thrilled to team up with Viaccess-Orca and redefine the linear TV experience,” said Ahmed Swidan, Director of Personalized TV at Ateme. “One of the greatest challenges for viewers today is finding what to watch. With this new service, we’re enabling viewers to discover the most relevant content in a live watch mode, keeping them watching longer and increasing monetization opportunities for our customers. Viewers can sit back, relax, and enjoy several ‘For You’ live channels with their favorite shows back to back. No doubt these personal channels will increase loyalty to the service.”

The Personal Live Channels service is powered by Ateme’s NEA solutions for streaming, including server-side ad insertion (SSAI) technology integrated with VO’s AI-based content discovery and Targeted TV Advertising solution. The Ateme NEA range includes a cloud-native, containerized solution that allows service and content providers to originate live channels from VOD and catch-up archives. All VOD-to-live channels, personal and non-personal, are monetization-ready by combining VO’s Targeted Advertising solution with Ateme’s SSAI technology, enabling accurate and seamless delivery of targeted ads within the VOD-to-live channels.

At the heart of the new service, VO’s content discovery solution enables service providers to gain deeper insights into viewers’ behavior and preferences, enabling them to go beyond routine content recommendations. VO’s solution is driven by AI analytics, allowing service providers to accurately segment audiences and fully monetize first-party usage data. Using the VOD-to-live

service, service providers can deliver custom-made channels based on viewers' moods or true personal channels based on viewers' usage data, simulating the effortless lean-back approach of linear TV.

"The Personal Live Channel service is an innovative step forward for video delivery," said Dror Mangel, Director of Data-Driven Product Management, Viaccess-Orca. "Collaborating with Ateame, we have solved viewers' paradox of having too many content choices. And we have offered service providers and content owners many more opportunities to display ads, giving them higher revenue potential."

Viaccess-Orca will demonstrate the Personal Live Channels service at IBC2022, Sept. 9-12 at stand 1.A51 and Ateame will showcase the service in stand 1.D71. More information about the companies' solutions is available at [www.viaccess-orca.com](http://www.viaccess-orca.com) and [www.ateme.com](http://www.ateme.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.

#### **About Ateame**

Ateame is a global leader of video compression and delivery solutions, helping tier-one content providers, service providers, and streaming platforms boost their viewers' engagement and reduce churn. Leveraging an R&D task force that is unique in the video industry, Ateame's solutions power sustainable TV services, improve end users' quality of experience, optimize the total cost of ownership of TV/VOD services, and generate new revenue streams based on personalization and ad insertion. Beyond offering technological agility, Ateame partners with its customers, offering flexible business models that match their financial priorities. Find out more at [www.ateme.com](http://www.ateme.com).

**Link to Word Doc:** [www.202comms.com/ViaccessOrca/220906-VO-Ateame\\_Personal\\_Channel.docx](http://www.202comms.com/ViaccessOrca/220906-VO-Ateame_Personal_Channel.docx)

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**Photo Caption:** VO's AI-based Targeted TV Advertising Solution

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