

Media Advisory

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Viaccess-Orca and SoFAST Join Forces to Address Free Ad-Supported TV

PARIS — Sept. 9, 2022 — Viaccess-Orca (VO), a global leader providing OTT and TV platforms, content protection, and advanced data solutions, and SoFAST, a content aggregation company providing FAST and AVOD content to CTV and OTT platforms worldwide, announced today they are partnering on a SaaS solution that allows service providers to distribute FAST channels and AVOD content to multiple connected devices.

WHY: Viewer demand for rich content offerings and affordable prices for TV services is growing. The collaboration between VO and SoFAST brings new business opportunities to service providers, allowing them to address viewers' desires and create loyalty while attracting new subscribers and monetizing the service offering with targeted advertising.

WHAT:

Teaming up with SoFAST, VO will provide pre-monetized FAST channels as well as AVOD content. Based on the SaaS approach, the solution ensures seamless integration of SoFAST content into VO's ecosystem, allowing quick and flexible deployment.

WHERE:

Meet VO and SoFAST at IBC2022 in stand 1.A51. Book a meeting at https://www.viaccess-orca.com/ibc_2022.

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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.

About SoFAST:

SoFAST is a content aggregator, which creates and distributes FAST channels. We are a SaaS technology company, providing cloud-based solutions to CTV and OTT platforms worldwide. SoFAST has aggregated more than 350 FAST channels and 70,000 hours of VOD (e.g., news, sports, movies, music, lifestyle, travel, kids, food). SoFAST offers catalog owners, rights holders, content providers, broadcasters, YouTubers, content creators, and program distributors a new way to monetize their content with FAST. SoFAST creates their FAST channels and opens the way to a new source of revenue by placing these channels on different platforms around the world: CTV (Connected TV) and OTT (Over the Top). In 18 months, SoFAST has deployed 350 FAST channels worldwide thanks to a risk-free business model for its FAST channel partners: No cost, only revenue. For more information, visit www.soFast.tv or follow the company on LinkedIn.

Link to Word Doc: www.202comms.com/ViaccessOrca/220909-VO-SoFAST-Media_Alert.docx

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