



Viaccess-Orca and Broadpeak Achieve 3-Second Latency for Live Sports Streaming

Israeli Operator Cellcom Powers OTT Service With End-to-End Solution From Viaccess-Orca and Broadpeak

PARIS — Feb. 2, 2023 — Viaccess-Orca (VO), a leading provider of data-driven, end-to-end solutions for the delivery, security, and monetization of advanced TV and video content services, and Broadpeak, a leading provider of content delivery network and video streaming solutions for content providers and pay-TV operators worldwide, announced today they have joined forces to provide Israel's leading telecommunications company Cellcom with an end-to-end solution offering super-low latency for live sports streaming over OTT STBs. With the solution from VO and Broadpeak, Cellcom can deliver an outstanding quality of experience to subscribers, with latency as low as 3 seconds, during major live sports events.

“Premium live sports events attract record audiences, and we needed a reliable solution to ensure our viewers can watch the games in as close to real time as possible,” Gil Hershberg, CTO of Cellcom TV. “We chose to partner with VO and Broadpeak because of their extensive technical innovation and experience in providing cutting-edge solutions for exceptional-quality live sports streaming. We have been able to achieve unparalleled low latency during the latest World Cup, improving our subscribers’ quality of experience and overall satisfaction.”

The end-to-end solution used by Cellcom features VO's [Secure Video Player \(VO Player\)](#), a unique multiplatform secure player that supports HLS, MSS, DASH, and CMAF streaming formats to provide a best-in-class user experience across all devices. VO Player is integrated with Broadpeak's [BkS350 Origin Packager](#), which combines just-in-time packaging with caching to reduce the need for encoding and storage resources. Perfect timing synchronization between the VO Player and Broadpeak's Origin Packager through unmanaged commercial networks (i.e., CDNs) ensures low-latency video streaming.

“Low latency is critical during live sports events,” said Philippe Léonetti, CEO at Viaccess-Orca. “Teaming up with Broadpeak, we're thrilled to provide Cellcom with a secure solution for low-latency live sports streaming. What's especially innovative about our end-to-end solution is its

ability to reduce latency down to 3 seconds on 4K TVs in the living room, providing sports fans with the ultimate viewing experience.”

“We are proud to support Cellcom’s OTT offering providing a compelling user experience,” said Jacques Le Mancq, CEO at Broadpeak. “During a live sports event, when traffic explodes, the combination of VO and Broadpeak’s best-of-breed solutions ensures a flawless streaming experience for end users consuming content on OTT networks.”

More information about VO’s solutions is available at www.viaccess-orca.com. More information about Broadpeak solutions can be found at <https://broadpeak.tv>.

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About Viaccess-Orca

Viaccess-Orca (VO) is a leading provider of data-driven, end-to-end solutions that empower TV operators and service providers to deliver, secure, and monetize viewing experiences on every screen. From enabling AI-powered personalized TV and targeted advertising to offering robust security and anti-piracy services, VO is continually evolving to meet changing viewer preferences and industry needs. Deployed by over 100 customers worldwide to power advanced video services for millions of subscribers, VO’s cloud-native solutions allow easy integration with any ecosystem and quick time to market for new features and top-notch technologies.

A subsidiary of the Orange Group, VO has decades of award-winning expertise in securing both video content and digital assets across the connected Industry 4.0.

For more information, visit www.viaccess-orca.com or follow @ViaccessOrca on Twitter or LinkedIn.

About Broadpeak® (<https://broadpeak.tv>)

Broadpeak® designs and manufactures video delivery components for content providers and network service providers deploying IPTV, cable, OTT, and mobile services. Its portfolio of solutions and technologies powers the delivery of movies, television programming, and other video content over managed networks and the Internet for viewing on any type of device. The company’s systems and services help operators increase market share and improve subscriber loyalty with superior quality of experience. Broadpeak supports all of its customers worldwide, from simple installations to large delivery systems reaching capacities of several million of simultaneous streams. The company is headquartered in Cesson-Sevigne, France.

Broadpeak is listed on Euronext Growth Paris (code ISIN: FR001400AJZ7; ticker: ALBPK)

Link to Word Doc: www.202comms.com/ViaccessOrca/230202-VO-Broadpeak-Cellcom.com

Photo Link: www.202comms.com/ViaccessOrca/VO-VOPlayer.jpg

Photo Caption: Viaccess-Orca’s Secure Video Player is integrated with Broadpeak’s BkS350 Origin Packager for low-latency streaming during live sports events.

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