**Media Advisory**

# Viaccess-Orca Brings Innovative Anti-Piracy Services and Secure Player to Andina Link 2023

**PARIS** — **March 1, 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, announced today that the company will showcase its powerful, end-to-end TV Platform with AI-based Targeted TV Advertising and FAST capabilities, innovative Anti-Piracy Services, award-winning Secure Video Player, and more at Andina Link 2023.

**WHERE:** Andina Link 2023 will take place March 6-9 in Cartagena, Colombia. During the event, VO will showcase its solutions in booth P52.

**WHY:** The Latin American television market is primed for substantial growth, with Statista predicting that revenues will reach $14.9 billion in 2023.

**WHAT:** VO's solutions empower content providers to deliver, secure, and monetize engaging TV services on all screens by allowing interoperability with third-party technologies. Key highlights at Andina Link 2023 will include:

- **End-to-End TV Platform:** VO's data-driven, cloud-based TV platform enables broadcast quality and offers reliable security. AI-based Targeted TV Advertising revolutionizes the monetization of first-party usage data. With VO's solution, service providers can accurately segment audiences and activate the segments to maximize revenues. The platform also supports content ingest, discovery, distribution, and monetization for FAST channels.

- **Powerful Anti-Piracy Services:** Fully customizable set of security services, including AI-based dynamic watermarking, monitoring, breach detection, password sharing, and illegal redistribution detection.

- **Award-Winning Secure Player:** A unique multiplatform media player that supports AI-based Targeted TV Advertising; reduces latency to three seconds; and monitors QoE, QoS, and user behavior.

To meet VO at Andina Link 2023 and see the latest innovations, schedule a meeting at www.viaccess-orca.com/andinalink-2023.

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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.

**Link to Word Doc:** www.202comms.com/ViaccessOrca/230301-VO-Andina_Link.docx

**Photo Link:** www.202comms.com/ViaccessOrca/Viaccess_Orca-TV_Platform.jpg
**Photo Caption:** VO's End-to-End Cloud-based TV Platform

**Photo Link:** www.202comms.com/ViaccessOrca/Viaccess_Orca-Anti-Piracy_Services.jpg
**Photo Caption:** VO Anti-Piracy Services

**Photo Link:** www.202comms.com/ViaccessOrca/Viaccess_Orca-Secure_Video_Player.jpg
**Photo Caption:** VO Secure Video Player

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