

Media Advisory

Viaccess-Orca Introduces Exclusive Personalized Guide to Targeted TV Advertising

PARIS — April 4, 2023 — Viaccess-Orca (VO), a global leader providing OTT and TV platforms, content protection, and advanced data solutions, announced today that the company has released a personalized guide with a revenue simulator on Targeted TV Advertising.

WHERE: VO's educational guide on "Everything You Need to Know About Targeted TV Advertising" can be accessed for free at <https://www.viaccess-orca.com/personalized-guide-tv-advertising-lp>

WHY: One of the hottest recent trends in the video industry is Targeted TV Advertising. Yet, many operators and service providers are challenged by its complexity and need to understand how to apply it to their business.

WHAT: VO's guide on Targeted TV Advertising allows operators and service providers to better comprehend the current world of TV advertising and FAST while providing them with the information relevant to their specific business needs and objectives. The guide includes detailed information on the Targeted TV Advertising ecosystem and the technology behind it, covering crucial topics such as data usage, delivery methods, privacy, regulation, and more.

An innovative Revenue Projection Simulator is also included in the guide, allowing operators and service providers to assess the potential earnings they can realize by implementing Targeted TV Advertising. Taking into account geolocation, user-base size, and other factors, the estimated revenue projection is generated through a unique algorithm that combines input factors with multiple variables, including CPM, fill rate, and more.

VO's Targeted TV Advertising solution will be showcased at the 2023 NAB Show, April 16-19 in Las Vegas at booth W1272. To schedule a private demo session, please [click here](#).

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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/230404-VO-Targeted_TV_Advertising_Guide.docx

Photo Link: www.202comms.com/ViaccessOrca/TA-Guide.jpg

Photo Caption: Viaccess-Orca introduces exclusive personalized guide to Targeted TV Advertising.

Viaccess-Orca Contact

Atika Boulgaz
Executive Vice President, Global Communication
Tel: +33 (0) 1 44 45 64 60
Email: press-relations@viaccess-orca.com

Agency Contact

Netra Ghosh
202 Communications
Tel: +1 801 349 2840
Email: netra@202comms.com