

Media Advisory

Viaccess-Orca and Spideo Will Showcase New TV Personalization Demo Solution at the 2023 NAB Show

VO is Leveraging Its Technologies Combined With Spideo's Semantic Video Content Algorithm to Increase Operators' Revenue and Viewers' Engagement

PARIS — April 13, 2023 — Viaccess-Orca (VO), a global leader providing OTT and TV platforms, content protection, and advanced data solutions, announced today that it will showcase a new TV Personalization solution demo at the 2023 NAB Show. VO's E2E solution, including its Service Delivery Platform and value-added solutions such as targeted TV advertising, is combined with Spideo's AI-driven technology, enhanced with humanized and supervised semantics for content discovery algorithms.

WHERE: At the 2023 NAB Show, meet VO in booth W1272 to have a peek at the Semantic Channels and Targeted Content Promotion demo. Set up a meeting here https://www.viaccess-orca.com/nab_2023.

WHY: In today's rapidly changing media landscape, the growing demand for premium user-driven TV experience has become an essential element in providing a unique and compelling viewer experience. This unique solution will offer a suite of services to expand operators and service providers' ability to build value on first-party semantic data and affinity segments across sub-based, ad-based, and hybrid business models. This will enable them to improve retention and build new revenue streams around personalized FAST channels with contextual advertising and relevant targeting.

WHAT: The Semantic Channels and Targeted Content Promotion demo is AI-driven, powered by VO's TV Platform and value-added solutions such as Targeted TV Advertising and data services, combined with Spideo's semantic video discovery and personalization algorithm.

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 Spideo

Spideo is a leading provider of video recommendation and personalization technologies for the media and entertainment sectors, with a focus on ensuring trust and transparency for both platforms and end users. Leveraging its semantics-based technology, the company has rapidly established itself as a key player in the video tech industry since its creation in 2010.

Spideo's innovative solutions have gained the trust of major European broadcast actors like Canal + Group and Bouygues, and the company's international partnerships with Globo, Televisa, and Sky have enabled it to provide recommendations and personalization to over 70 million users worldwide.

To learn more about Spideo and its cutting-edge technologies, visit spideo.com or follow @SpideoTV on Twitter and Spideo on LinkedIn.

Link to Word Doc: www.202comms.com/ViaccessOrca/230413-VO-SpideoDemo.docx

Photo Links:

www.202comms.com/ViaccessOrca/VO-Spideo-Demo-1.png

<http://www.202comms.com/ViaccessOrca/VO-Spideo-Demo-2.png>

Photo Caption: Viaccess-Orca and Spideo will showcase New TV Personalization demo solution at the 2023 NAB Show

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