

BroadcastAsia 2023 Show Exhibitor Preview
June 7-9
Singapore
Booth 6F2-01



At BroadcastAsia 2023, in booth 6F2-01, Viaccess-Orca will showcase how TV operators and service providers can drive business growth with sustainable technologies. By adopting VO's TV platform, featuring the award-winning VO Secure Video Player and advanced monetization capabilities — such as Targeted TV Advertising, analytics, and TV monitoring — pay-TV operators and content providers can offer a user-driven TV experience and support evolving viewer preferences. The company will also showcase its content protection and Anti-Piracy Center.

VO offers TV operators and service providers everything they need to deliver, secure, and monetize premium viewing experiences on every screen. To schedule a meeting with VO at BroadcastAsia 2023, visit <https://www.viaccess-orca.com/broadcast-asia-2023>.

VO's End-to-End, Data-Driven Solution Boosts Monetization

VO's data-driven, cloud-based TV platform is a complete solution for delivering outstanding viewing experiences with reliable security. The solution includes VO's service delivery platform, content protection and DRM capabilities, a multiplatform player, customizable TV apps, analytics, AI-based targeted TV advertising, FAST, monitoring, and recommendations.

Highlights at BroadcastAsia 2023 will include:

- Innovative, award-winning Targeted TV Advertising.
- Content ingest, discovery, distribution, and monetization for FAST channels.
- End-to-end TV monitoring and analytics, from the user experience to the backend.
- A unified backend that ensures seamless, cost-effective content, service, and device operations.
- Multiscreen TV apps with live and VOD-targeted TV ad insertion.

Photo Link : www.202comms.com/ViaccessOrca/Viaccess_Orca-Targeted_TV_Advertising.jpg

Photo Caption: VO's AI-Based Targeted TV Advertising Solution revolutionizes the monetization of first-party usage data.

Premium Live Content is Protected

At BroadcastAsia 2023, VO will demonstrate innovative security tools for protecting premium content and revenues. Attendees can see VO's Anti-Piracy Center, a fully customizable set of cybersecurity services for the video content industry that includes AI-based dynamic watermarking, monitoring, breach detection, password sharing, CDN leeching, and legal investigation into piracy for both live and on-demand content. With VO's trusted and proven Anti-Piracy Services, operators can counteract various threats across the content distribution chain, from the service delivery platform to the end-user device. This is particularly crucial for premium live content, such as sports.

VO will also showcase its award-winning Secure Player, a multiplatform media player for premium content. Attendees can see the benefits of using VO's Secure Video Player combined with the QoE/QoS metrics dashboard system to dramatically improve video streaming experiences. In addition, VO will highlight how the Secure Player optimizes the delivery of live

video content and live sports streaming by supporting QoX and QoS monitoring as well as immersive experiences.

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 with immersive features

Simulate Your Targeted TV Advertising Revenue

VO will share a personalized guide with a revenue simulator for Targeted TV Advertising at BroadcastAsia 2023. The Revenue Projection Simulator allows operators and service providers to assess the potential earnings of implementing Targeted TV Advertising. It can be accessed for free at <https://www.viaccess-orca.com/personalized-guide-tv-advertising-lp>

Live Demos

At BroadcastAsia 2023, VO will showcase its end-to-end solutions in action through live customer deployments in the APAC region. The demos will highlight how operators can improve viewer engagement and drive new revenue with the TV platform, content discovery and personalization, Secure Video Player, content protection, TV apps, and Anti-Piracy Services.

Company Overview:

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, <https://www.viaccess-orca.com/> or follow @ViaccessOrca on Twitter or LinkedIn.

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