

## **Viaccess-Orca Unveils AI-Driven Video Optimization Solutions at the 2024 NAB Show**

***VO's Data-Centric and AI-Powered Solutions Simplify Operations, Boost Monetization, and Enhance Viewing Experiences With Personalization***

**PARIS — March 26, 2024 —** Viaccess-Orca (VO), a global leader providing OTT and TV platforms, content protection, and advanced data solutions, announced today that the company will demonstrate how the human side of technology is simplifying service operations and optimizing viewing experiences at the 2024 NAB Show. VO's data-centric and AI-driven solutions empower service providers to simplify their operations and enhance viewer satisfaction by enabling personalized viewing experiences.

“At the 2024 NAB Show, we'll demonstrate how our blend of human ingenuity and AI is reshaping video delivery and monetization,” said Alain Nochimowski, Chief Technology Officer at VO. “We look forward to showing operators and service providers our latest innovations that simplify operations, drive new revenue streams, and optimize viewing experiences.”

VO will demonstrate new innovations for reducing complexity, augmenting human expertise with AI, and ensuring superior streaming experiences:

### **Streamlining operations**

VO will unveil Multi-X, a new cross-platform solution that enables service providers to manage diverse operational groups through a single, unified offering. NAB Show attendees can see how Multi-X caters to various business requirements, including multi-regions, multi-brands, and multi-enterprises, ensuring a customized TV experience for each group's unique user base.

### **Prioritizing user experiences**

VO will showcase its state-of-the-art TV platform as an end-to-end, data-driven solution for delivering outstanding viewing experiences. This includes VO's service delivery platform, content protection and multi-DRM, a multiplatform video player, customizable TV apps, business analytics, AI-based targeted TV advertising, FAST, end-to-end monitoring, and AI-based recommendations.

## **Driving monetization with AI**

VO is empowering video service providers to adapt to the evolving TV landscape by using AI, ML, and MLOps across its product offerings, including the company's TV platform, Secure Video Player, Targeted TV Advertising solution, and Anti-Piracy Services.

At the NAB Show, VO will highlight its Audience Segmentation Service (VO Segmenter), a groundbreaking offering — shortlisted for the IABM BaM Awards — that empowers video service providers to segment viewers based on various geographic, demographic, psychographic, and behavioral criteria to drive revenue growth. Additionally, VO will demonstrate its utilization of large language models (LLM) through integration with LLMs on Microsoft Azure, including Azure OpenAI Service. This integration elevates personalized content discovery, recommendations, and protection.

## **Improving quality of service and experience**

VO's QoX suite is helping operators and service providers ensure superior streaming experiences. Offered as a SaaS with state-of-the-art QoE and QoS monitoring, failure prediction, and device monitoring, QoX enables operators to improve subscriber satisfaction, reduce churn, extend viewing times, and ultimately grow their revenues.

## **GenAI for Personalization at the Broadcast Engineering and IT Conference**

During the NAB Show's Broadcast Engineering and IT Conference (BEITC), VO's Chief Technology Officer Alain Nochimowski will provide insights on the power of Generative AI for personalizing video content. The session will take place on Monday, April 15 at 11:50 a.m. at the Las Vegas Convention Center.

To meet VO at the 2024 NAB Show and see the latest innovations in Booth W3710, register at [viaccess-orca.com/nab-2024](https://viaccess-orca.com/nab-2024). More information about VO and the company's solutions is available at [www.viaccess-orca.com](https://www.viaccess-orca.com).

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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](http://www.viaccess-orca.com) or follow @ViaccessOrca on Twitter or LinkedIn.

**Link to Word Doc:** [www.202comms.com/ViaccessOrca/240326-VO-NAB\\_Preview.docx](http://www.202comms.com/ViaccessOrca/240326-VO-NAB_Preview.docx)

**Photo Link:** [www.202comms.com/ViaccessOrca/Viaccess\\_Orca-TV\\_Platform.jpg](http://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-Targeted\\_TV\\_Advertising.jpg](http://www.202comms.com/ViaccessOrca/Viaccess_Orca-Targeted_TV_Advertising.jpg)

**Photo Caption:** VO's AI-Based Targeted TV Advertising Solution

**Photo Link:** [www.202comms.com/ViaccessOrca/VO-Alain\\_Nochimowski.jpg](http://www.202comms.com/ViaccessOrca/VO-Alain_Nochimowski.jpg)

**Photo Caption:** Alain Nochimowski, Chief Technology Officer at Viaccess-Orca

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