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HKT's Now TV Partners With Viaccess-Orca for Addressable TV in Hong Kong

VO's Targeted TV Advertising Solution Enables Hyper-Personalized IPTV and OTT Experiences

PARIS — April 9, 2024 — Viaccess-Orca (VO), a global leader providing OTT and TV platforms, content protection, and advanced data solutions, announced today that HKT's Now TV is using [VO's AI-driven Targeted TV Advertising solution](#) to deliver addressable TV to viewers. By offering individually tailored advertising experiences to viewers in real time, Now TV is elevating video experiences, driving new revenue, and attracting advertisers for its IPTV service.

“Viaccess-Orca's Targeted TV Advertising solution allows us to deliver highly effective advertising and hyper-personalized streaming experiences to our subscribers, opening up new monetization opportunities for our Now TV services,” said Derek Choi, Managing Director, Consumer Marketing and Pay TV at HKT. “Partnering with VO, we have taken a pivotal first step toward improving viewer engagement for our IPTV service, with plans to extend addressable TV to our OTT viewers soon.”

VO's Targeted TV Advertising solution leverages first-party data, inferred and calculated segments based on viewer habits, and third-party contributions for enriched targeting. Featuring a unique predictive pre-fetching mechanism, VO's solution enables Now TV to introduce individually tailored live ads to viewers while seamlessly replacing existing ads, enhancing the overall viewing experience. By implementing rules from the content to the offering level, VO's solution provides Now TV with granular control over the advertising experience and ensures superior quality.

With VO's Targeted TV Advertising solution, Now TV can offer a variety of ad formats, including live ad replacements for live content.

“In today’s highly competitive video landscape, targeted TV advertising is a critical tool for boosting monetization and viewer engagement,” said Dokyung Lee, Vice President of Sales and Business Development APAC at Viaccess-Orca. “Adopting our solution, Now TV can achieve the best monetization, viewer experience, and reach for targeted TV advertising across its IPTV and OTT services.”

VO will showcase its Targeted TV Advertising solution at the 2024 NAB Show in booth W3710. To meet with VO, register at viaccess-orca.com/nab-2024. More information about VO and the company’s solutions is available at 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 or follow @ViaccessOrca on X or LinkedIn.

Link to Word Doc: www.202comms.com/Viaccessorca/240409-VO-Now_TV_Addresable_TV.docx

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

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

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