

**2024 BroadcastAsia Exhibitor Preview**  
**May 29-31**  
**Singapore**  
**Booth 6F2-10**



At BroadcastAsia 2024, Viaccess-Orca (VO) will demonstrate how the company is leveraging human ingenuity and AI technology to streamline video service operations and elevate viewing experiences. Leveraging data-centric strategies and AI-driven innovations, VO's solutions empower service providers to simplify their operations, streamline user journeys, and increase monetization.

### **Boosting Monetization with AI**

VO is empowering video service providers to navigate the evolving TV landscape through the strategic integration of AI, ML, and MLOps across its product suite, encompassing the company's TV platform, Secure Video Player, Targeted TV Advertising solution, and Anti-Piracy Services.

At BroadcastAsia, VO will spotlight its groundbreaking Audience Segmentation Service (VO Segmenter), which enables video service providers to segment viewers based on a range of criteria, including geographic, demographic, psychographic, and behavioral factors, driving revenue growth. Additionally, VO will showcase its utilization of large language models (LLMs) through integration with LLMs on Microsoft Azure, such as Azure OpenAI Service, enhancing personalized content discovery, recommendations, and protection.

**Photo Link:** [www.202comms.com/ViaccessOrca/Viaccess\\_Orca\\_Segmenter.jpg](http://www.202comms.com/ViaccessOrca/Viaccess_Orca_Segmenter.jpg)

**Photo Caption:** The groundbreaking VO Segmenter enables video service providers to segment viewers based on a range of criteria.

### **Simplifying Operations**

VO will highlight Multi-X, a new cross-platform solution that streamlines operations for video service providers by consolidating diverse operational groups into a single, unified offering. Multi-X caters to a variety of business needs, spanning multi-regions, multi-brands, and multi-enterprises, ensuring a tailored TV experience for each group's distinct user base.

### **Prioritizing User Experiences**

At BroadcastAsia, VO will demonstrate its cutting-edge TV platform as a comprehensive, data-driven solution tailored to deliver end-to-end exceptional viewing experiences. The solution encompasses VO's service delivery platform, content protection, and multi-DRM, alongside a multiplatform video player, customizable TV apps, business analytics, AI-driven targeted TV advertising, FAST, end-to-end monitoring, and AI-powered recommendations.

Attendees can see how service providers in the APAC region, such as HKT's Now TV, are delivering addressable TV to viewers using VO's AI-driven Targeted TV Advertising solution. By offering individually tailored advertising experiences to viewers in real time, service providers can elevate video experiences, attracting advertisers, and drive new revenues.

**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

## **Elevating Quality of Service and Experience**

VO's QoX suite is transforming the video streaming landscape for operators and service providers by ensuring superior-quality experiences. The Software as a Service (SaaS) solution offers state-of-the-art QoE and QoS monitoring, failure prediction, and device monitoring capabilities. By leveraging QoX, operators can enhance subscriber satisfaction, decrease churn rates, prolong viewing durations, and ultimately bolster their revenues.

**Photo Link:** [http://www.202comms.com/ViaccessOrca/Viaccess\\_Orca\\_QoX.jpg](http://www.202comms.com/ViaccessOrca/Viaccess_Orca_QoX.jpg)

**Photo Caption:** VO's state-of-the-art QoX suite for QoE and QoS monitoring

To meet VO at BroadcastAsia 2024 and see the latest innovations, register at <https://www.viaccess-orca.com/bca-2024>.

## **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, visit [www.viaccess-orca.com](http://www.viaccess-orca.com) or follow @ViaccessOrca on X or LinkedIn.

## **Link to Word Doc:**

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