Viaccess-Orca at BroadcastAsia 2025: Cost-Efficient Tools for Monetizing Content and Improving User Experience

For today's broadcasters, telcos, content owners, and streaming platforms, efficiency and profitability are more critical than ever, especially for those in the Asia-Pacific (APAC) region, where the media landscape is undergoing rapid transformation, driven by technological advancements, shifting consumer behavior, and an evolving market. Recent research suggests that the APAC video streaming market will grow by an average of 22.6% each year from 2025 to 2030.[1] To survive and capitalize on these changing market dynamics, video service providers need tools that help them monetize content quickly and customize the user experience easily — all while working more efficiently and keeping costs down. Viaccess-Orca's (VO) modular, end-to-end TV solutions are designed for just that purpose, and they will be on display at BroadcastAsia 2025 (May 27-29, stand 5F3-5).

VO's tools take the complexity and inefficiency out of the infrastructure and operations so that media companies can get products to market faster and more effectively. VO's solutions integrate seamlessly with existing ecosystems to reduce the total cost of ownership. As such, media companies around the world rely on VO to help them not just survive but thrive in an ever more competitive industry.

"We're delighted to be exhibiting at BroadcastAsia 2025, which we see as a key event for us to engage with our partners and customers across the APAC region," said DK Lee, vice president of sales, APAC, at Viaccess-Orca. "As service providers in the region navigate the rapidly evolving media landscape, our presence at BroadcastAsia 2025 underscores our commitment to supporting their success with scalable, data-driven solutions that streamline operations, enhance viewer engagement, and fast-track monetization."

NEW: A No-Code Tool and AI-Driven Insights That Elevate QoS, QoE, and UI Customization
On display for the first time at BroadcastAsia will be VO's new Design as a Service (DaaS) offering. This fully pre-integrated, no-code tool empowers VO TV Apps users to easily modify and customize their user interfaces, thereby streamlining their ability to differentiate themselves while reducing time to market. The DaaS solution integrates real-time subscriber insights into the no-code framework, creating opportunities for rapid iteration and market responsiveness. It simplifies the technical complexities of designing TV apps, allowing service providers to effortlessly deliver engaging TV experiences.

Data-Driven Solutions That Increase Revenue and Boost Viewer Engagement
VO will showcase its premium TV platform and advanced, value-adding features that provide a comprehensive, data-driven solution for delivering seamless user experiences. This all-encompassing solution integrates VO's service delivery platform, robust content protection, and

multi-DRM capabilities, along with a multiplatform video player, customizable TV apps, business analytics, Targeted TV Advertising, FAST solutions, end-to-end monitoring, and content recommendations.

Demo: Maximizing Ad Revenue Through L-band Advertising
VO will also provide a demonstration of its joint solution with Broadpeak for L-band advertising, which combines VO's Secure Video Player and Targeted TV Advertising technology with Broadpeak's SSAI platform. Attendees will see how this preintegrated system securely inserts L-band ads while resizing the main content. The solution is a powerful monetization tool that enables service providers to stay compliant with content owner requirements while offering less intrusive ad experiences to end-users.

To see VO's latest innovations in action at BroadcastAsia 2025, book a meeting at: www.viaccess-orca.com/bca_2025.

[1] According to Grand View Research, the APAC video streaming market size was estimated at $33.32 billion in 2024 and is projected to grow at a CAGR of 22.6% from 2025 to 2030. https://www.grandviewresearch.com/industry-analysis/asia-pacific-video-streaming-market#

Photo Link:
Photo Caption: VO's TV Apps for Personalized TV Experiences

Photo Link: www.wallstcom.com/ViaccessOrca/Viaccess_Orca-TV_Platform.jpg
Photo Caption: VO's End-to-End Cloud-Based TV Platform

Photo Link: www.wallstcom.com/ViaccessOrca/Viaccess_Orca-Targeted_TV_Advertising.jpg
Photo Caption: VO's AI-Based Targeted TV Advertising Solution

Photo Link: www.wallstcom.com/ViaccessOrca/Viaccess_Orca-Secure_Video_Player.jpg
Photo Caption: VO Secure Video Player With Immersive Features

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 antipiracy 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.

For more information, visit www.viaccess-orca.com or follow @ViaccessOrca on X or LinkedIn.

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