



Viaccess-Orca Powers MasOrange's Multi-Brand TV Expansion and Deployment of Targeted Advertising Across IPTV and OTT

VO Integrates Client-Side and Server-Side Ad Technologies with its Secure Video Player and Segmentation Tools, Leveraging Broadpeak's SSAI and BPK SmartLib® SDK to Drive Monetization Across Live and On-Demand Content

PARIS — April 15, 2026 — Viaccess-Orca (VO), a global leader in OTT / TV platforms, content protection, and data-driven solutions, announced today that MasOrange has deployed VO technologies across its IPTV and OTT platforms as part of a major targeted advertising and multi-brand service expansion. VO's contribution spans client and server side targeted advertising components, the VO Secure Video Player, and the company's cloud-native Service Delivery Platform (SDP), forming the operational backbone for MasOrange's ad-supported and multi-brand TV environment.

"At MasOrange, we are strengthening our TV services in a way that benefits both viewers and content partners," said Ignacio García-Legaz, TV Director, MasOrange. "Working with Viaccess-Orca provides a dependable framework for targeted advertising while keeping the viewing experience consistent across every brand and device we support."

Spain's pay-TV market is highly competitive, particularly in value-driven offers, where operators are increasingly using bundled TV services, premium content, and sports to attract and retain subscribers. In this environment, MasOrange's multi-brand TV expansion strengthens its market positioning through broader service differentiation and a consistent technical foundation across brands.

MasOrange collaborates with content owners through joint initiatives across its services and has re-engineered its TV service architecture to enable a full multi-brand expansion. This new design, built on a unified backend powered by VO's cloud-native SDP, has enabled MasOrange to introduce three distinct new TV brands – MASMOVIL TV, Yoigo TV, and PepeTV – while maintaining a consistent technical foundation across both IPTV and OTT. The expanded offering provides a wide portfolio of entertainment and a broad range of live

sports content, including full coverage of top-tier football. This strengthened foundation has also helped MasOrange increase adoption of its TV services, across all brands.

To support MasOrange's advertising strategy, multi-device delivery, and multi-ad server requirements, the deployment combines VO's client and server side ad insertion capabilities with Broadpeak's SaaS platform and SDK, ensuring reliable tracking and premium end-user experiences.

MasOrange uses VO's award-winning segmentation tool to manage targeted TV advertising. The system draws on data from set-top boxes, mobile and TV applications, backend systems, and approved third-party platforms to support geographic, demographic, and behavioral audience criteria. Pre-roll and mid-roll formats are active across IPTV and OTT, with additional formats planned for upcoming phases. MasOrange is preparing a second development phase that will introduce additional ad formats and expand multi-vendor integration across the advertising and delivery ecosystem.

"This deployment gives MasOrange the flexibility to manage advertising across IPTV and OTT with accuracy and efficiency," said Thomas Kohler, CEO, Viaccess-Orca. "By integrating VO's ad insertion solutions, segmentation tools, and Secure Video Player with Broadpeak's infrastructure components, MasOrange can deliver ads more relevant to viewers without disrupting their viewing experience."

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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.

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

Link to Word Doc: www.wallstcom.com/ViaccessOrca/260415-Viaccess-Orca-MasOrange.docx

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Company Contact:

Noa Gal

Director of Global Communications

Email: press-relations@viaccess-orca.com

Agency Contact:

Moe Lokat

Wall Street Communications

Tel: +44 (0) 7973 306039

Email: moe@wallstcom.com