



Viaccess-Orca and ContentWise Announce Strategic Partnership to Elevate TV User Experiences

Unified Solution Combines VO's Service Delivery Platform, TV Apps, and ContentWise UX Engine to Deliver Personalized, Editorially Controlled Viewing Across All Screens

PARIS — Sept. 9, 2025 — Viaccess-Orca (VO), an Orange Group subsidiary and a global leader in OTT / TV platforms, content protection, and data-driven solutions, announced today a strategic partnership with ContentWise, a leader in AI-based digital experience solutions. Aimed at delivering a unified solution that empowers TV operators and service providers to offer deeply personalized, editorially curated viewing experiences, this collaboration brings together VO's Service Delivery Platform (SDP), customizable TV Apps, and the ContentWise UX Engine to create a seamless, scalable, and highly engaging user experience across all devices.

"This partnership reflects our shared commitment to helping service providers deliver premium user experiences with full editorial control," said Pierre-Alexandre Bidard, EVP Product and Services at Viaccess-Orca. "Unifying VO's robust delivery and personalization capabilities with ContentWise's UX intelligence, we're enabling operators to engage viewers more effectively and bring new services to market faster."

In today's competitive media landscape, service providers face growing pressure to deliver personalized content while maintaining control over their editorial priorities and business rules. The VO-ContentWise solution addresses this challenge by enabling operators to balance AI-driven recommendations with licensing obligations and marketing strategies. By integrating VO's modular, cloud-native SDP with ContentWise's intelligent UX capabilities, the solution ensures that viewers receive relevant content tailored to their preferences, while operators retain full control over what is promoted and how.

"Today's viewers expect more than just access to content — they expect relevance, simplicity, and a sense of connection," said Alessandro Vacca, COO at ContentWise. "Our collaboration with Viaccess-Orca brings together the best of UX intelligence and platform agility, allowing

operators to craft viewing experiences that are not only personalized but also aligned with their editorial voice and business strategy.”

VO’s platform serves as the backbone of this offering, facilitating the delivery of live channels, on-demand video, catch-up TV, and network personal video recording services across IPTV, OTT, broadcast, and satellite platforms. It supports a wide range of monetization models — including subscriptions, pay-per-view, and targeted advertising — while integrating industry-leading content protection technologies such as CAS, DRM, and dynamic watermarking. Combined with VO’s customizable TV Apps, which offer white-label branding, real-time updates, and cross-platform compatibility, the solution ensures rapid deployment and consistent user experiences across smartphones, tablets, smart TVs, and set-top boxes.

ContentWise’s UX Engine enhances this foundation by orchestrating personalized recommendations based on individual viewing habits, editorial priorities, and market trends. This allows service providers to engage users more effectively, reduce churn, and optimize monetization strategies. The joint solution is designed to be flexible and future-proof, with open APIs and modular services that simplify integration and allow operators to adapt quickly to evolving technologies and consumer expectations.

The collaboration will be showcased at IBC2025, where VO and ContentWise will demonstrate the solution’s capabilities and highlight its upcoming Q4 2025 deployment with a tier-1 customer. To schedule a demo, visit <https://www.viaccess-orca.com/ibc-2025>.

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.

**About ContentWise**

ContentWise is the AI-powered customer experience company that transforms how leading video operators, digital publishers, and online brands engage their audiences. Our intelligent platform combines advanced recommendations, personalization, and discovery technologies to create exceptional digital experiences at every touchpoint. Serving 100+ million users globally with 1 billion personalization calls daily, ContentWise powers experiences for industry leaders including Allente, ITV, Dish, PCCW, RAI, Telecom Argentina and Telefonica. Our AI expertise spans two decades, from pioneering recommendation engines to today's cutting-edge generative AI applications. As part of Moviri, ContentWise now extends its proven AI capabilities through AI Labs – delivering enterprise-grade solutions including process automation, intelligent content curation, and advanced search systems using multi-agent architectures and Graph RAG technology.

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

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