

BroadcastAsia 2026 Exhibitor Preview
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Singapore Expo, Singapore
Stand: 5F2-5



Smarter Monetization, Stronger Retention, and Purpose-Driven Solutions: Viaccess-Orca Brings Efficiency and Innovation to BroadcastAsia 2026

As Asia-Pacific's streaming market continues to evolve, operators across the region are rebalancing their strategies and shifting their focus from subscriber acquisition to audience retention and value maximization. At BroadcastAsia 2026 in Singapore, Viaccess-Orca (VO), a global leader in OTT/TV platforms, content protection, and data-driven solutions, will showcase solutions designed to support this trend, with a focus on advertising, analytics, and retention.

The move from subscription-first models to hybrid monetization is one of the central commercial changes shaping APAC's streaming landscape. Ad-supported tiers are increasingly positioned as the default customer entry point across the region's leading telcos and broadcasters, rather than a budget alternative. VO's cloud-native, modular portfolio addresses this shift, unlocking new advertising revenue while enabling the segmentation, personalization, and user experiences required for reducing churn and optimizing revenue streams.

At the show, VO will also present its latest targeted advertising, multi-audience deployment for Spain's MASOrange, with both CSAI and SSAI operating across live and on-demand content.

"Service providers across APAC are under pressure to do more with what they already have. Growth is real, but it is selective — concentrated in advertising, retention, and analytics," said DK Lee, VP Sales APAC at Viaccess-Orca. "At BroadcastAsia 2026, we will show operators how VO's modular platform delivers exactly the capabilities that matter right now: smarter monetization, better viewer insight, and the flexibility to adapt as market conditions shift across very different national markets."

What's New at the VO Stand at BroadcastAsia 2026

At stand 5F2-5, VO will present hands-on demonstrations across service operations, user experience, content protection, and platform monetization — showcasing how a modular approach to service delivery reduces cost and complexity while supporting future growth for operators and service providers in the APAC region.

SaaS TV Operations: Providing Optimized Deployment, Control, and Protection Across All Screens

- **Modular Service Delivery Platform:** A cloud-native platform for orchestrating end-to-end TV operations, delivering greater speed, agility, and scalability.
- **Multi-X for Multi-Brand Operations:** A unified approach to managing multi-brand, multi-region, and multi-entity services with precise, granular control.
- **Watermarking as a Service:** Combined server-side and client-side watermarking capabilities to enable real-time content protection, traceability, and anti-piracy measures.

- **Monitoring:** Continuous QoE/QoS data collection offering real-time analytics and early warning insights to drive proactive issue resolution.

UX and Intelligence: Enabling Operators and Service Providers to Dynamically Evolve and Adapt Interfaces, Personalize Experiences, and Elevate Service Quality

- **Design as a Service for TV Apps:** A no-code UI framework enabling rapid interface updates across devices, powered by real-time usage insights. Operators can quickly adapt to changing market trends without heavy development cycles.
- **Quality of Experience Analytics:** Detailed, granular-level visibility into playback performance, user interactions, and overall service health.
- **Personalized Recommendations:** Streamlined tools for metadata management, content promotion, and UI adjustments across evolving content libraries.
- **Multi-Screen TV Applications:** White-label apps for set-top-boxes (STB's), mobile, smart TV, and web platforms, ensuring consistent experiences and seamless native integration across devices.

Ad Tech and Service Monetization: Leveraging Data and UI to Maximize Engagement and Revenue Growth

- **Targeted TV Advertising and Multi-Audience Segmentation and Optimization (MASO):** VO's latest capabilities in targeted advertising and MASO, enabling real-time ad insertion and dynamic audience segmentation to support data-driven monetization.
- **Secure Video Player:** A multi-platform media player featuring built-in security, playback analytics, and support for interactive overlays and end-to-end advertising scenarios.
- **L-Band Ad Overlay:** Subtle, non-intrusive ad placements designed to increase monetization while preserving viewer experiences.

Ecosystem Partnerships

VO will also showcase joint demonstrations with select ecosystem partners, highlighting integrated solutions for improved time-to-market, rapid deployments, secure live content delivery, and scalable, non-intrusive personalization.

To book a time to meet with VO executives at BroadcastAsia 2026 (stand 5F2-5), please visit www.viaccess-orca.com/broadcastasia-2026.

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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 security expertise.

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

Link to Word Doc: www.wallstcom.com/ViaccessOrca/260511-VO-BroadcastAsia_2026_Show.docx

Photo Link: www.wallstcom.com/ViaccessOrca/Viaccess-OrcaLogo.jpg

Photo Caption: Viaccess-Orca logo

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