

IBC2025 Exhibitor Preview
Sept. 12-15
Amsterdam
Stand 1.A51



Launch Faster, Scale Smarter, Spend Wiser: Viaccess-Orca's IBC2025 Lineup Puts Efficiency First

In an era where agility, scalability, and cost efficiency are paramount, Viaccess-Orca (VO) is committed to empowering customers to adapt and thrive. At IBC2025, VO will showcase its latest technological advancements, designed to allow media companies to accelerate time-to-market, simplify operations, and maximize return on investment.

Today's media landscape requires service providers to not only optimize costs but also launch and scale highly engaging video experiences with unprecedented speed. Building on last year's momentum, which focused on improving efficiencies and reducing costs, VO's modular, cloud-native solutions enable broadcasters, telcos, content owners, and streaming platforms to manage growth seamlessly – whether by deploying new services or expanding existing ones. With its extensive industry experience, robust partner ecosystem, and microservices-powered platform, VO ensures they can confidently navigate evolving market dynamics and user expectations.

"Our customers are navigating increasing complexity, balancing rising viewer expectations and shifting technologies with the need for operational efficiency," said Pierre-Alexandre Bidard, Vice President of products and services at Viaccess-Orca. "At IBC2025, we will demonstrate how our solutions help them adapt with confidence, whether they seek to launch new services, unify fragmented operations, or differentiate their offerings in an increasingly crowded market."

To see the latest innovations from VO at IBC2025, book a meeting at www.viaccess-orca.com/ibc-2025.

What's New at IBC2025: Key Innovations in Action

At Stand 1.A51, VO will host several hands-on demos of its latest advancements across service operations, user experience, and monetization:

SaaS TV Operations: Optimizing Deployment, Control, & Protection Across Every Screen

- **Modular Service Delivery Platform:** A cloud-native solution for managing end-to-end TV operations with speed and flexibility.
- **Multi-X for Multi-Brand Operations:** Centralized orchestration of multi-brand, multi-region, and multi-entity services with granular control.
- **Watermarking as a Service:** Server-side and client-side watermarking for real-time content protection, supporting traceability and anti-piracy workflows.
- **Monitoring:** Real-time QoE / QoS data collection and analytics with early warning indicators for proactive issue resolution.

UX & Intelligence: Empowering Operators and Service Providers to Adapt Interfaces, Personalize Content, and Optimize Service Quality.

- **Design as a Service for TV Apps:** No-code UI customization for rapid interface updates across devices, driven by real-time usage data.
- **Quality of Experience Analytics:** Offers granular insights into playback performance, user behaviour, and service health.
- **Personalized Recommendations:** Simplify metadata curation, content highlighting, and UI updates across dynamic content catalogs.
- **Multi-Screen TV Applications:** White-label apps for STB, mobile, Smart TV, and web – with cross-device consistency and native integration.

Service Monetization: Leveraging Data and UI to Maximize Engagement and Revenue Across Multiple Formats.

- **Secure Video Player:** Multi-platform media player with embedded security, playback analytics, and support for advanced features like interactive overlays and holistic advertising use cases.
- **Targeted TV Advertising:** Supporting real-time ad insertion and dynamic audience segmentation to enable data-driven monetization strategies.
- **L-Band Ad Overlay:** Non-intrusive ad placements that enhance monetization without disrupting the viewing experience.

Ecosystem Orchestration and Joint Demos

VO will further demonstrate its role as a trusted industry partner through a series of joint demos with leading ecosystem vendors. These will spotlight innovations in areas such as rapid service deployment, enhanced content protection for live sports, and next-generation personalized recommendations. Together, these underscore VO's ability to integrate seamlessly with best-in-class solutions and drive operational efficiency for customers worldwide.

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.

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

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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