

NAB Show 2026 Exhibitor Preview
April 19–22, 2026
Las Vegas, USA
Booth: W3123



Cost Savings, Scalability, and Smarter Monetization: Viaccess-Orca Brings Efficiency and Purpose-Driven Solutions to NAB Show 2026

As media companies face increasing cost pressures and operational complexity, at the 2026 NAB Show in Las Vegas, Viaccess-Orca (VO), a global leader in OTT / TV platforms, content protection, and data-driven solutions, will focus its attention on what service providers need most today: efficiency, stability, and solutions that deliver measurable value. The company will showcase a portfolio of innovations designed to help broadcasters, telcos, and streaming platforms simplify operations, reduce costs, and modernize their services with confidence.

With operators under growing pressure to cut costs while maintaining high-quality service, VO's modular, cloud-native solutions support modernization without the need for disruptive overhauls. From OTT service expansion and multi-DRM strategies to improved service visibility and content protection, VO enables customers to evolve at their own pace - backed by long-term reliability and strong ecosystem partnerships.

“Service providers and operators are looking to reduce OpEx and CapEx by 10–20% over the next 2–3 years. This means efficiency, stability, and smarter monetization, without losing quality of service, have become essential in today's media environment,” said Stephan Nicolas, Chief Commercial Officer at Viaccess-Orca. “At NAB 2026, we'll demonstrate how VO is helping service providers and operators streamline operations, modernize platforms, and apply cutting-edge technologies where there are clear, value-driven benefits – whether that's improving user experiences, enabling greater opportunities for monetization, or reducing operational overhead.”

What's New at the Viaccess-Orca (VO) Booth at NAB 2026

At its NAB Show booth W3123, VO will present hands-on demonstrations across service operations, user experience, content protection, and platform monetization, highlighting how a modular approach to service delivery can reduce costs and complexity while supporting future growth.

SaaS TV Operations: Optimizing Deployment, Gaining Efficiency and Control, and 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 and 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 behavior, 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.

Ad Tech and 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 Partnerships

Viaccess-Orca (VO) will also showcase joint demonstrations with selected ecosystem partners, highlighting integrated solutions for improved time-to-market, rapid deployments, secure live content delivery, and scalable, non-intrusive personalization. Key partnerships include Broadpeak, ContentWise, Harmonic, and more.

To book a time to meet with VO executives at our 2026 NAB Show stand (W3123) please visit <https://www.viaccess-orca.com/nab-2026>

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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.

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