Best advance in AdTech or Monetisation technology

WINNERS: Viaccess-Orca - Orange España Multi Brand TV Expansion and Targeted Advertising Deployment

Viaccess-Orca (VO) built its reputation across the video ecosystem, supplying technologies that help operators and service providers deliver, manage, monetise and protect TV services. This latest CSI Awards win reinforces the breadth of the company's offering.

Targeted advertising remains one of the most complex challenges in modern TV, often forcing operators to compromise. Working with Orange España (formerly MasOrange), VO successfully delivered a targeted advertising solution at scale across three distinct TV brands, supporting IPTV and OTT services from a single backend platform. VO combined client-side and server-side advertising technologies through its cloud-native Service Delivery Platform, creating an architecture capable of delivering targeted advertising with accuracy and consistency across a highly complex environment without compromises.

This is why VO stood out as the winner of our AdTech category. What particularly impressed the judges was VO's ability to overcome the challenges of audience targeting across fragmented devices and delivery platforms. Using VO Segmenter, the solution aggregates data from set-top boxes, apps, backend systems and approved third-party platforms to create unified audience segments based on geographic, demographic and behavioural data. This enables advertisers to reach the right audiences while maintaining a seamless viewing experience.

The project serves as a blueprint for the future of TV advertising. What the CSI Judges said: "*Deployment-proven at scale: targeted advertising live across IPTV and OTT for Orange España's three brands on a single VO backend, frame-accurate under live-sports concurrency, and cross-device segmentation, with a phase 2 committed. This is the strongest real-world AdTech evidence in the category.*"

Congratulations to VO on a well-deserved win!

