



VO Targeted TV Advertising

Use the power of your TV data to gain a brand-new revenue source



Empowering service providers to fully monetize their first-party usage data.

Unified management

End-to-end solution for serving and managing all services and devices via a single interface

Full-stack programmatic infrastructure

Ensuring efficient and scalable delivery for all demand sources, including local, global, and online advertisers

Embedded AI capability

Transforming viewer usage data and behavioral patterns into highly rewarding target audience segmentation while boosting engagement

Tap into the endless potential of viewer-level addressability



Generate new revenue opportunities

Increase user satisfaction and boost viewing time, creating additional advertising opportunities through highly engaging, fully personalized experiences.



TV first - no disruptions

Ensure uncompromised service delivery through frame-accurate ad replacement and TV peak handling, with a zero-latency approach.



One solution fits all

Unified service management for all platforms, networks and devices, including linear TV, catch up, NPVR, VOD and in-app UI. Supporting video, overlay, banner ads insertion and replacement.



Secured & controlled

Safe data transmission is guaranteed across the entire ecosystem via a set of advanced security modules, ensuring full control over your assets as well as your viewers' privacy, in line with EU regulatory legislation, including the stringent GDPR framework.



Highly rewarding segmentation

AI-based data analysis and in-depth insights on viewer behavior, preferences and life moment events enable a deep understanding of users and household composition, resulting in highly-valuable, granular segmentation.



Unlock premium advertising rates

Enabling advertisers to target the right people at the right time through effective audience segmentation empowers premium, revenue-share rates, with the added value of local advertisers access.



Optimize monetization, reduce churn

Automatic performance optimization and modular offering designed for overall revenue monetization; based on in-depth business analysis of viewer preferences, ad sensitivity and purchase potential.

It's smarter, it's safer. It's VO.



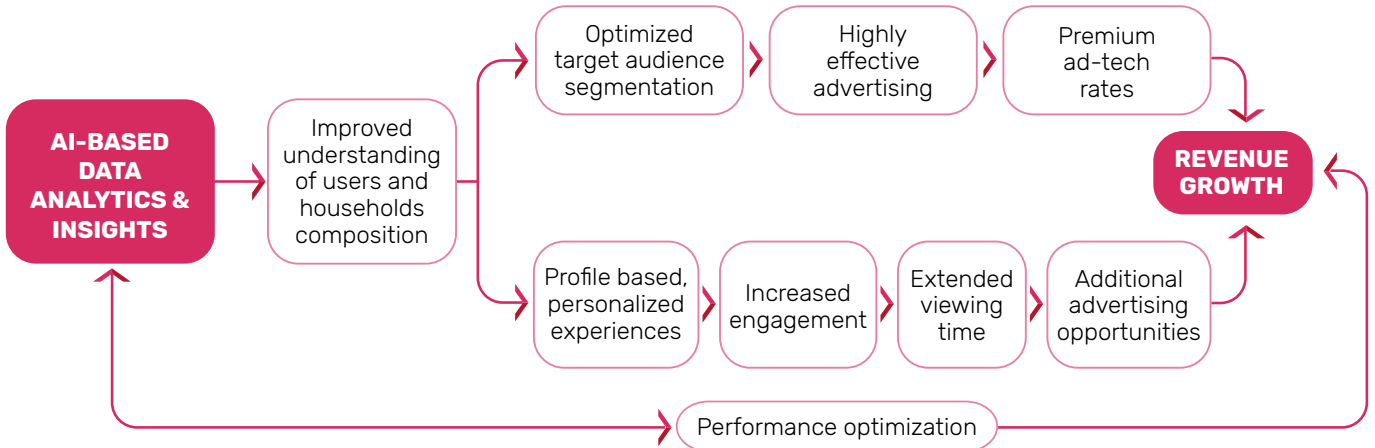
viaccess-orca

We're Making Addressable TV Advertising Simple

Supported by a full-stack programmatic infrastructure and a rich partner's ecosystem, the VO Targeted TV Advertising solution enables TV operators and broadcasters to cater for multichannel demand while ensuring scalable delivery everywhere.

Use the Power of Data

Put your data to work, boosting viewers' engagement along with your overall service monetization. Here's how it works:



SERVE ALL AUDIENCES

SUPPLY FOR ALL DEMAND SOURCES

SUPPORT ALL ADVERTISING BUSINESS MODELS



WHY VO?

- ✔ TV-centric platform: focused on driving audience satisfaction
- ✔ Suitable for all operators – pre-existing inventory is not required
- ✔ Serving advertising for Live, VOD, and cloud DVR services via OTT, IPTV, cable, satellite on STBs and connected devices
- ✔ Fully supporting your Go-To-Market strategy launch and revenue growth optimization
- ✔ Extensive industry experience and wealth of partnerships

VO in Numbers

50M+

Subscribers

100+

Customers
Worldwide

90+

Technology
Partners

22+

Years of
Experience

Discover how to deliver superior user experiences and how to fully monetize your service through the data-driven VO Targeted TV Advertising solution

About Viaccess-Orca

Viaccess-Orca is a leading global solutions provider of OTT and TV platforms, content protection, and advanced data solutions. The company offers an extensive range of innovative, end-to-end, modular solutions for content delivery, protection, discovery, and monetization. With over 20 years of industry leadership, Viaccess-Orca helps content providers and TV operators

shape a smarter and safer TV and OTT experience. With its expertise in security, VO is also helping the digital manufacturing industry protect their assets. Viaccess-Orca is part of the Orange Group and the company's solutions have been deployed in over 35 countries.