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.

ALWAYS
EVOLVE

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:
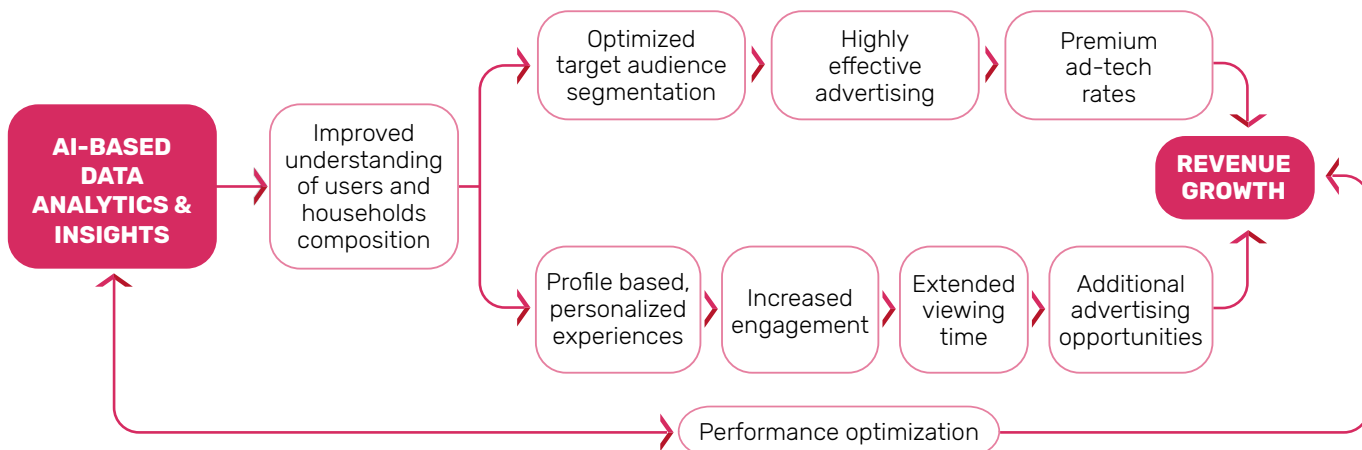
SERVE ALL AUDIENCES

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+	100+	90+	25+
Subscribers	Customers Worldwide	Technology Partners	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.
Visit our website: https://www.viaccess-orca.com

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. A subsidiary of the Orange Group, VO has decades of award-winning expertise in securing both video content and digital assets across the connected Industry 4.0. For more information, visit www.viaccess-orca.com or follow us on Twitter @ViaccessOrca and LinkedIn.

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