

# VO's TV Business Analytics

## Actionable insights for your TV Services



**VO's TV Business Analytics provides actionable insights for your products, marketing and content strategies, enabling you to maximize customer engagement and revenues.**

Marketing Managers can increase revenue through actionable insights that enable optimal audience segmentation to enhance new and existing product offerings

Content Acquisition Managers can fine-tune their content strategy with advanced insights into their current content consumption and content to be acquired

Customer Relationship Managers can maximize engagement and retention by providing more personalized user-experiences, services and promotions

### Optimize product offerings & service strategies

**Determine what generates your TV service revenue**

Revenue top down analysis indicates the top earning services and products

**Uncover your audience segments**

Target each audience segments with the most relevant promotions and content

**Unfold monetization opportunities and detect pricing related issues**

Initiate new products and business models to increase adoption of services and grow ARPU



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

## Utilize advanced audience measurement data

Discover the most watched types of Linear and VOD content

Unveil your most engaging linear channels and programs

Obtain detailed analyses of users' interaction with your content

Based on content attributes such as content providers, genres and users' viewing attributes, including device types and more

## Track the viewer's journey with content consumption attribution analysis

Identify the impact of each conversion source in generating usage

Determine the correlation between the different conversion sources such as a recommendation, search, promotion and user browsing

Adjust content acquisition strategy, UI and flows

Tap into your users' interests and preferences

Identify gaps in your content offerings

Discover new products and monetization opportunities



## Why VO TV Business Analytics

- All TV Business Analytics in a single, easy-to-use interface
- Integrates data from multiple sources such as SDP, personalization and content protection systems
- Collects events from all device types based on proprietary data collection mechanism

**27+**

Million  
Subscribers

**100+**

Customers  
Worldwide

**90+**

Technology  
Partners

**20+**

Years of  
Experience

Discover how quickly you can benefit from actionable insights that will enhance your OTT and TV services

Read more: <https://www.viaccess-orca.com/tv-analytics.html>

### About Viaccess-Orca

Viaccess-Orca is a leading global solutions provider of OTT and TV platforms, content protection & advanced data solutions for a personalized TV experience. The company offers an extensive range of innovative, proven & best-of-breed solutions for content delivery, protection, discovery & 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. Viaccess-Orca is part of the Orange Group and the company's solutions have been deployed in over 35 countries, reaching more than 27 million subscribers.