



Viaccess-Orca Sets up local presence in Brazil and Showcases Solutions for Content Providers to Combat Piracy and Enhance Content Services

PARIS - July 27, 2012 – Latin America today embodies one of the biggest global opportunities for pay TV businesses. The Brazilian pay TV sector specifically grew more than 30 percent in 2011, reaching 13 million homes, and is set to reach 16 million subscribers in 2012.

Pay TV and content service providers wishing to tap into this lucrative market are in need of end-to-end solutions that are easily and quickly deployed, yet offer scalability and robust content protection. As this market is expected to evolve quickly, service providers need to adopt a variety of business models and service platforms for delivering both broadcast Pay TV as well as OTT/multi-screen services.

“As part of our new strategy, we have identified the potential in the LATAM market and in Brazil specifically,” said Kris Warreyn, EVP Sales, Viaccess-Orca. “The company has expanded by setting up a local presence in Brazil to allow for greater proximity to customers and maximize the value of the region.”

Viaccess-Orca will be present at the ABTA 2012 Expo & Conference, taking place July 31- August 2 at the Transamérica Expo Center in Sao Paulo, Brazil, showcasing its field proven and innovative solutions that answer the challenges PayTV operators and content service providers face in the Brazilian market.

Visitors at the Viaccess-Orca booth (E1) will see the following demonstrations:

- End-to-end TV Everywhere solution which includes a unified backend with a suite of multi-screen applications for smartphones, tablets, PCs and TVs. This solution offers a consistent service for both IP and broadcast markets that is secure and personalized to the viewer's taste.
- New broadcast embedded (card-less) Conditional Access solution simplifies the digitization operation while protecting revenue and increasing ARPU.
- Robust HbbTV solution for Hybrid broadcast/OTT operators enables easy delivery of an interactive TV experience to subscribers. Based on proven technologies and open standards, HbbTV protects and delivers content to multiple devices while integrating with third party services.

In addition, Mr. Nouredine Hamdane, EVP of Corporate Strategy at Viaccess-Orca, will participate in a panel discussion titled "Combating piracy: strategies and approaches," on August 2 at 11 a.m.

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About Viaccess-Orca:

Viaccess-Orca is a game-changing partner for content services providers, thanks to its ability to protect and enhance the value of content services wherever viewers are, and on whatever device they choose to consume content. As technological advancements allow cloud storage and ever increasing bandwidth and content selection, and access to TV content is enabled from a variety of sources and hybrid networks, security threats are growing. With integrated products and scalable, reliable turnkey solutions, PayTV operators gain a competitive edge in this market of unmanaged networks and IP-connected devices. Since the user experience is a critical success factor for operators today, Viaccess-Orca's solutions focus on delivering an innovative, consistent experience on all platforms. This unified organization assists operators in creating long-term loyalty on the customer journey to discover, choose and consume content in a secure manner. Viaccess & Orca are France Telecom Group companies. For more information, visit www.viaccess-orca.com or follow us on Twitter @ViaccessOrca.

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