# Viaccess-Orca Showcases Second Screen Content Engagement Strategies and Addresses Increased P2P Web Piracy

**PARIS - September 3, 2012** – Viaccess-Orca, a global leader in the protection and enhancement of content services, will attend IBC 2012 for the first time under the unified brand and showcase its service delivery platform including their TV Everywhere apps, as well as HbbTV and embedded Conditional Access solutions.

Viaccess-Orca, in another illustration of their unified technology offering, will introduce two new content service provider innovations at IBC 2012. The Data Enrichment and Engagement Platform (DEEP) is a new second screen content engagement platform and P2P Tracker is a service to address new levels of web piracy that operators are currently facing.

Visitors at the Viaccess-Orca booth (Hall 1, A51) can experience the following demonstrations:

- DEEP – a new family of services providing smart aggregation of second-generation metadata. DEEP introduces rich content to the second screen as part of the content service provider offering. Rich content related to what viewers are watching is out there and available from various sources. This includes news and gossip, images, trailers, games and more. DEEP engages the user on the second screen, before, after and while watching TV as a way to monetize this content, reduce churn and offer a truly interactive experience. Viaccess-Orca's new partnerships with two leading technology and content vendors, TVersity, for sending content from the second screen to the main screen and Audible Magic, using Automatic Content Recognition (ACR) technology, to synchronize the second screen with the content showing on TV, illustrate the strong ecosystem the company is creating for operators to control the second screen market.

- P2P Tracker - a new service for content service providers and content owners to monitor and measure illegitimate peer-to-peer redistribution of live content which is the fastest growing phenomena of web piracy. The service enables content service providers to assess the threat, including geolocalization data of peers, samples of the measured streams and a list of available channels. With this information, as well as additional analyzed data, service providers can measure risk levels and take appropriate actions to manage this business threat.

"Utilizing Viaccess-Orca solutions, content service providers and content owners, can offer a personalized and consistent multi-screen TV experience across all devices in a secure manner," said François Moreau de Saint-Martin, CEO, Viaccess-Orca.  "DEEP lets content service providers and content owners widen their reach to offer second screen engagement capacities. DEEP also offers a new monetization opportunity via targeted advertising and TV commerce of goods related to the content. P2P Tracker helps operators take a stronger stand against illegitimate content redistribution threats."

Additional solutions showcased are the end-to-end TV Everywhere solution, which includes a unified backend with a suite of multi-screen applications for smartphones, tablets, PCs and TVs, as well as embedded Conditional Access and HbbTV solutions.

In addition, François Moreau de Saint-Martin, will participate in a panel discussion titled "Will The Same Players Shoot Again In The OTT World?" on September 8 at 11:30 a.m. The panel discussion will focus on the impact of OTT development on the traditional broadcast vendors, and whether OTT is an opportunity or threat to traditional vendors.

To make an appointment with Viaccess-Orca at the show please email us at marketing@viaccess-orca.com

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**About Viaccess-Orca:**

Viaccess-Orca is a visionary partner for content service providers worldwide, thanks to its ability to shape the ultimate content experience wherever viewers are and on whatever device they choose to consume content. The media environment is moving fast, giving the content consumption market a number of continuous technological and business challenges. With integrated products and innovative, business savvy solutions, Viaccess-Orca helps content service providers gain a competitive edge in this market of unmanaged networks and IP-connected devices. Since the user experience (UX) is a critical success factor for operators today, Viaccess-Orca's solutions focus on delivering engaging experiences on all platforms for a new entertainment world. The company assists service providers in creating long term loyalty on the customer journey to discover, choose and consume content in a secure manner. Viaccess-Orca is part of the France Telecom Orange Group. For more information, visit www.viaccess-orca.com or follow us on Twitter @ViaccessOrca and Linkedin.

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