



**TV Connect 2013
Stand #125**

Viaccess-Orca's COMPASS Selected by 'yes' Satellite for Content Discovery

Viaccess-Orca content discovery and recommendation platform will power yes' personalized TV service in Israel

PARIS – 19 March 2013 – Viaccess-Orca, a global leader in the protection and enhancement of content services, announced today another win for its COMPASS content discovery and recommendation platform.

COMPASS has been selected by yes, Israel's satellite service provider, to power "My TV" – a personalized content discovery and recommendations system to be launched within the coming months as part of the yes service packages.

In the upcoming launch, recommendations will be an integral part of both the linear and the VOD service on subscriber TVs. Users will receive recommendations via a variety of engines, such as collaborative filtering, content semantics, viewer and external ratings, user preferences and consumption habits, operator promotions, most popular and most recent content.

"Television viewers today are blessed with an abundance of content, yet it is hard for viewers to find content that interests them," said Haggai Barel, Deputy CEO of Viaccess-Orca. "With COMPASS, yes can increase content usage, customer loyalty, satisfaction and revenue by providing subscribers with personalized recommendations and appealing exploration concepts through the content."

yes was founded in July 2000, and has since gained 580K subscribers, which comprise 38 percent of the Israeli pay TV market.

COMPASS is in the market today at Orange France, Orange Poland and Boxer Sweden, among others. Viaccess-Orca will demonstrate COMPASS in Stand #125 at TV Connect, March 19-21 in London, where CEO Francois Moreau de St. Martin takes part in an interactive panel: 'Can a New UI Create a Targeted Brand Experience?' and Deputy CEO Haggai Barel delivers a keynote session on best practices for keeping viewers engaged with an operator's service offering.

About COMPASS:

Viaccess-Orca takes a holistic view of Content Discovery and its implementation in multi-screen TV services. The goal of COMPASS is not just to deliver a perfect recommendation, but also to encourage a purchase decision by the consumer. Recommendations by themselves, as

accurate as they may be, are not enough to answer the needs of consumers and operators alike.

Viaccess-Orca believes that a successful Content Discovery experience in Pay TV requires the combination of technology, including a variety of algorithms, with intimate knowledge of the subscribers and the service. COMPASS introduces a unique blend concept, in which recommendations generated by more than a dozen different algorithms can be displayed together to the consumer in a way that increases the likelihood of a good match in a short time.

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 Orange Group. For more information, visit www.viaccess-orca.com or follow us on Twitter [@ViaccessOrca](https://twitter.com/ViaccessOrca) and [LinkedIn](https://www.linkedin.com/company/viaccess-orca).

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