



Viaccess-Orca's Unified Brand Helps Content Service Providers Worldwide Lead and Succeed in the Content Consumption Revolution

Viaccess-Orca combines innovation, agility, reliability and trust to address challenges of content consumption, discovery and protection

PARIS - June 13th, 2012 - As the content consumption market faces a number of technological and business challenges, Viaccess and Orca Interactive announce today they will merge their management structures. This new organization will allow customers to benefit from the strength and expertise of legacy telecommunications combined with the innovative edge of an agile technology company under a single brand.

Over-the-Top (OTT) video, multiple screens and unlimited content are shaking the Pay TV market paradigm. Viaccess-Orca's future-proof solutions help Pay TV operators leverage their brand's unique knowledge of subscribers, quality of content and delivery, and strong relationships with content owners into crucial assets to succeed in the TV Everywhere world.

This new organization comes on the heels of France Telecom-Orange's announcement in March that it will migrate its entire Orange IPTV installed base of 5.1 million subscribers to Viaccess and Orca's Unified Platform. The new unified brand, Viaccess-Orca, is positioned to take IPTV into the next generation.

Viaccess-Orca provides an extensive range of benefits to content service providers and a wide portfolio of solutions, products and services. These include TV Everywhere, HbbTV solutions, Conditional Access and DRM system, content delivery and content discovery platforms, as well as companion screen applications. One of the most prominent advantages any service provider today needs to gain in this fierce competitive landscape is the ability to quickly deploy new services. Viaccess-Orca offers bundled and end-to-end solutions that enable faster time to market for content service providers.

Based on the companies' 15 years of combined experience and expertise in both IP and Broadcast domains, service providers enjoy a unique combination that supports their goals to survive and thrive in this highly crowded market. Viaccess-Orca will provide existing and new customers with a rich user experience across a multitude of screens, as well as solid security and content rights management.

The new organization's approach to designing its solutions takes into consideration both the service providers and the viewers. Parallel to protecting content owners' rights, which enables services with premium content, Viaccess-Orca also offers easy and intuitive navigation in a variety of content sources. Utilizing smart algorithms and a variety of parameters, the TV service can guess and anticipate the viewer's choice of content so that TV becomes a personal rich experience.

Commenting on the new organization, Viaccess-Orca's CEO, Francois Moreau de Saint Martin, said: "Viaccess-Orca is building upon its longstanding relationships and trust with content service providers to help them manage content on any type of network through go-to-market solutions that enable quick deployment. This approach encompasses an ultimate unified user experience and content discovery, advanced flexible rights management and business models, plus protection against piracy."



“Our goal is to help our customers differentiate their offering via relevant and personal content consumption, engaging user experience and technological solutions that can easily scale up as the market evolves,” added Haggai Barel, co-founder of Orca Interactive and deputy CEO of Viaccess-Orca.

Viaccess-Orca has local presence in Israel, USA, Brazil, Hong Kong and India, and the headquarter is in Paris, France.

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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