



VO TVaaS

TV Everywhere as a Service

All You Need To Manage a Complete Pay-TV
Service in the Cloud

www.tvaas.com



viaccess-orca

Challenges of Establishing a TV Everywhere Service

TV Everywhere services are increasingly demanded by the consumer, but establishing them takes significant time and upfront investment. Setting up a complex system for TV Everywhere can be a big challenge, which includes technical integrations efforts of various components, business agreements signed by various 3rd party partners etc.

The Advantages of TV in the Cloud

A complete cloud-based solution has three distinct advantages over on-premises systems:

Business Agility

Many operators deploying TV Everywhere (TVE) services are initially countering the threat of cord-cutting and the constantly evolving demands of consumers in the face of technological change. Using a cloud-based service ensures that not only is initial deployment swift, allowing them to begin monetizing multi-screen content almost immediately, but that subsequent iterations can adapt to fast evolving business and consumption models.

Launch Fast, Invest as you Grow

Multi-screen TV projects are characterized by complex integration processes involving multiple components, many from different vendors, that can take one or two years to complete while requiring significant Capex investment. An Opex-based cloud service, by contrast, provides a lower risk, lower upfront costs, and significantly faster Time to Market.

Focus on core business / strategy

Running a TV platform in the cloud enables operators to focus on their core business and unique differentiators. They can concentrate their resources and energies on content acquisition, service management, UX, customer engagement and marketing rather than building datacenters and operating technology platforms.

Get Your Service Up and Running Fast

You take care of your customers, we take care of everything else. All that is needed to launch a TV Everywhere service are three straight forward steps:

1 Plan Your Service

What content are you selling and how, we're here to consult and recommend

2 Set Up Your Content

Upload your on-demand content and set up your live channels

3 Deliver!

Deliver and monetize high quality TV content on any device



VO TVaaS – An Outstanding TV Everywhere Service

By using our VO TVaaS - TV Everywhere as a Service, all operators have to do is upload the content – we take care of the rest. This allows operators and content providers to accelerate Time to Market, maximize business agility and free themselves from technical complexity and overhead, while keeping in firm control of costs and enhancing viewer engagement.



Easy and effective service management

- A comprehensive / complete service management encompassing content, services, customers, devices and recommendations management from a single pane of glass
- Build and launch new services in a few clicks
- Promote new offerings to customer segments and incentivize loyal subscribers
- Manage sets of content items in bulk



Advanced customers engagement and personalization

- Engage with your audience using a range of operational marketing tools and analytics
- A highly personalized user experience with effortless discovery of relevant, compelling content
- Send notifications on recommended content, deals, new packages etc.
- Advanced recommendation engines and personalization across devices, including traditional TV



Uncompromised security

- Security for premium content, developed in-house with 20 years of track record
- Includes VO's market-leading DRM technology to protect content, as well as other leading DRM technologies such as Microsoft Playready and Google Widevine
- Responsive to new security threats



Flexible and competitive offering

- Leverage frequent feature rollouts to answer evolving market demand
- Optimize ROI with comprehensive selection of business models
- Support your growing business with cloud scaling



Why Viaccess-Orca?



Our continuous innovation let you keep ahead of your competition



Proven solutions deployed with customers such as Orange, Singtel, Mediaset, Boxer, Deutsche Telekom and more



Proven expertise and a world record in deployment time to tier 1 customers

Apply for a 30 days
free trial!

VO TVaaS Highlights



Accelerated Time To Market

Get your TV Everywhere service up and running swiftly with minimal cost



Monetization from the Very Start

Fully-featured business models allow you to easily deploy the services your viewers demand



Simple Onboarding

We work with you to understand your goals and your needs, and help with optimal setup and training



Service Optimization

We accompany you as you grow your business: making sure you provide a competitive offering to grow your customer base. We listen to you and incorporate your feedback and suggestions into the service



Service Reliability

We ensure that your service runs without any interruptions, with ongoing monitoring and regular maintenance



Business Agility

A continual program of new feature rollouts ensures that you stay abreast of evolving market developments and customer demands. The flexibility of the cloud allows you to keep on the cutting edge and enjoy frequent innovation and updates from our no-cost upgrade program



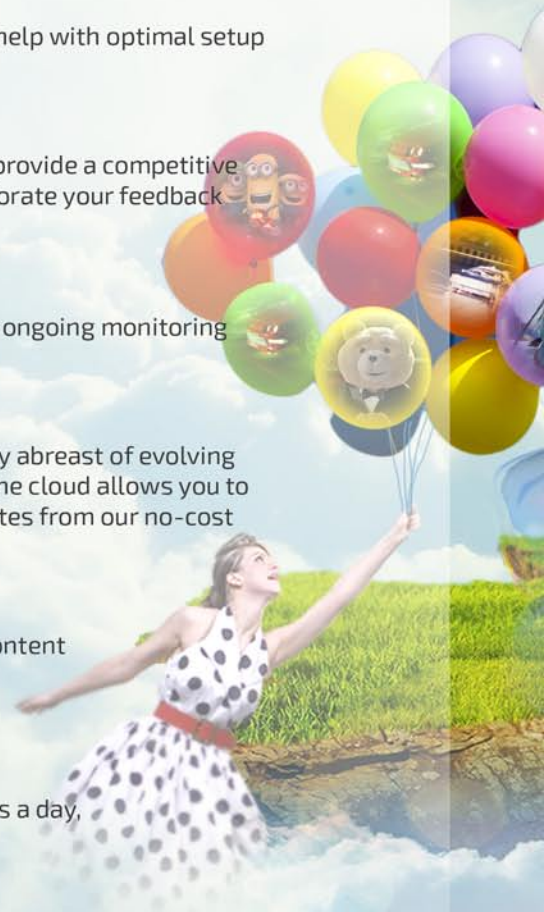
Premium Security

We are experts in products and services that operate premium content services in a new, challenging deployment environment from a security perspective



24/7/365 Support

Our highly skilled technical staff are always here to help, 24 hours a day, 365 days a year



www.tvaas.com

VO
viaccess·orca