

Growth in India Pay-TV Market

Viaccess-Orca Discusses Content Consumption on Different Devices at Convergence India 2013

PARIS – 14 January 2013 – Viaccess-Orca, a global leader in the protection and enhancement of content services, announced today that it will discuss the consumption of content on multiple devices at Convergence India later this month in New Delhi. Through a new infographic that shows the rapid growth of the Indian television market, Viaccess-Orca demonstrates how its end-to-end solutions will help strengthen and grow the emerging market.

With 167 million analogue and digital broadcast subscribers, India is the second largest market after China. Strategy Analytics predicts the Asia-Pacific market will be driven by India and China and account for [42 percent of all connected television sales by 2016](#). 60,000 Local Cable Operators (LCOs) are beginning to digitize.

The Infographic shows facts and predictions for India's TV industry:

- Seven million analog cable subscribers will be digitized
- 66 percent of all households have a TV
- Expected to add 69 million broadband subscribers by 2014
- 1000 movies are produced a year in Bollywood, making it the largest film producer in the world

About Viaccess-Orca at Convergence India

Visit us at [Convergence India](#) exhibition on January 16-18, 2013 at stand C60, Hall 18.

Viaccess-Orca's Hybrid solution is a complete end-to-end solution for India content service providers. The solution bundles highly secure Embedded CAS, HbbTV interactive services and VO's award winning service delivery platform (SDP) into a ready-to-deploy, comprehensive solution.

The Viaccess-Orca solution offers a high standard of content protection and an enriching customer experience. Other key benefits include:

- Upgraded subscriber service (including VOD, EPG, etc.)
 - Increases subscription to the service and customer loyalty
 - Higher ARPU for operators from the same subscribers which are being digitized
- Affordable solution for cost-conscious customers
- Quick time-to-market for time-constrained deployments
- A best-in-breed ecosystem that helps operators under digitization to differentiate their services for instance with Viaccess-Orca's COMPASS content discovery platform

Viaccess-Orca's TV Everywhere solution provides content service providers with the ultimate video content experience for their users, on any device, any time and in any place. It covers the operators' needs – from security to business management, content management and content discovery.

Viaccess-Orca will also present its content discovery and recommendations solution; COMPASS. Servicing millions of subscribers on TVs and mobile devices, COMPASS offers a personalized, social TV experience, suited for one-way broadcast environment as well as two-way, and includes comprehensive reporting and analytic tools



Viaccess-Orca CEO François Moreau de Saint Martin will also speak at the panel discussion “Digital India The Paradigm Shift / Next-Gen Television – Opportunities for Cable TV Operators” on January 17 at 11:45 a.m. To meet with a Viaccess-Orca representative, please [click here to contact us](#) or email marketing@viaccess-orca.com.

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](https://twitter.com/ViaccessOrca) and [Linkedin](#) .

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Global Media Contacts:

Atika Boulgaz
+33 (0) 1 44 45 64 60
press-relations@viaccess-orca.com

Shannon Kite-Powell
ink Communications for Viaccess-Orca
+ 1-806 789 7561
shannon@theinkstudio.com