

Leading by Example

Orange and Viaccess-Orca:
A Voyage into the TV World



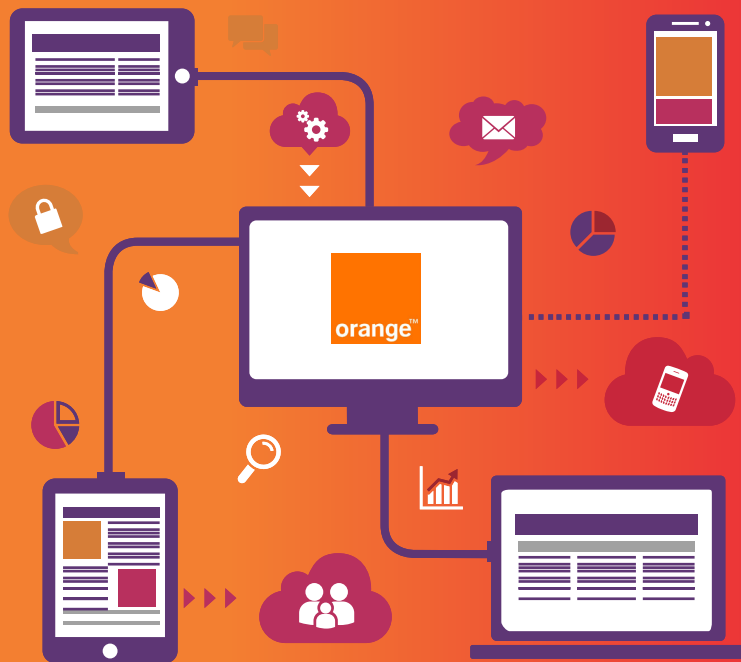
A Viaccess-Orca Case Study



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Strategies for Delivering Advanced TV Services



The world of television is experiencing a rapid transformation. Television viewing is no longer a lean-back, static experience.

Viewers want interactive, personalized content on all of their devices, including TVs, smartphones and tablets.

In this brave new media landscape, what are the operators' challenges? And how can they manage the growing complexities involved with delivering enriched and immersive multiscreen content while maintaining a high quality of service and experience for end users?

As a leading global provider of content protection, delivery, and discovery solutions, Viaccess-Orca is helping to shape the new television experience by offering content service providers "Voyage," a unified TV Everywhere solution for delivering secure, personalized, high-quality multiscreen services.

Voyage is our end-to-end TV Everywhere solution, delivering content securely on any network, to any screen, personalized to each user.

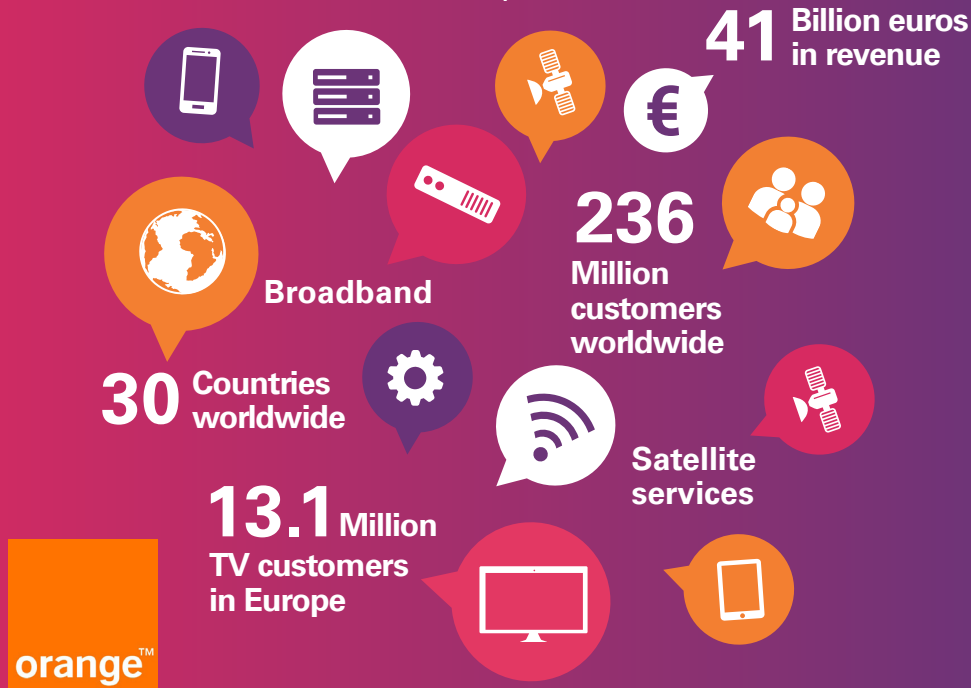
This case study shares the story of Orange, and its journey in launching innovative television services on any screen, anywhere across multiple countries. Read on to learn about Orange's blueprint for success in the multiscreen culture.



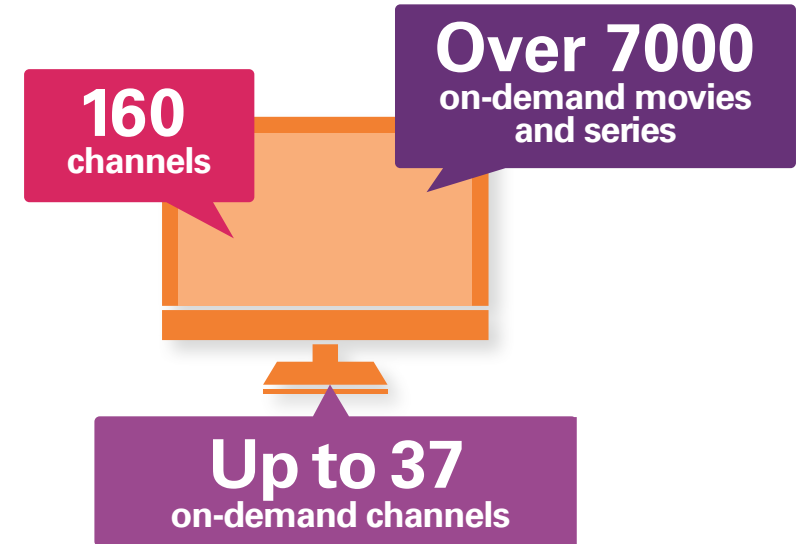
Orange in Full Color

One of the world's leading telecommunications operators, spanning 30 countries worldwide, Orange has a reputation for delivering cutting-edge phone, internet, and television services - to more than 236 million customers.

Globally, Orange annual revenues reach 41 billion euros. Part of that revenue comes from the content service providers' digitalTV offering, which delivers services on any media network (e.g. IPTV, DTT, satellite, cable) to more than 5.7 million customers in France and another 6.7 million customers in other areas of Europe.



The multiscreen Orange TV offering includes:



Orange is also the sole shareholder of Viaccess-Orca, a worldwide leader in the protection and enhancement of content services.

Keep reading to find out how Viaccess-Orca partnered with Orange to build a solid foundation for success in the OTT multiscreen environment.



Multiscreen = Multichallenges

It's a fact! Today's TV viewers expect a high-quality, personalized, and interactive content experience on a growing number of screens.

So what's needed to make that happen?

As operators like Orange aim to deliver that experience, they face many complex technological and business issues:

- Infrastructure silos prohibit rapid roll-out of next-generation services
- Unmanaged networks render content delivery to different devices unpredictable
- Long device life cycles make it difficult to offer a compelling experience
- Delivery of OTT multiscreen content creates digital rights challenges

So what's the best way for operators to resolve these challenges in order to securely deliver multiscreen services?

Orange's success in the multiscreen world is dependent on partnering with a technology provider that shares the same values: trusted technological innovation, deep customer knowledge and appreciation – all of which Viaccess-Orca brings to the table. Viaccess-Orca's technology is the heart behind Orange's content services, driving the user experience, wherever users are and on any device. Together, the vendor and operator deliver a set of unified solutions to support all facets of content – from premium content protection and delivery through to content discovery and immersion. Recognizing the opportunity in the challenge has allowed them to work together to quickly deploy enhanced services like multiscreen to increase subscriber satisfaction as well as revenue streams.



Watch the video

*Philippe Rozes, VP of Multiscreen Services,
Discussing Orange and the partnership with VO,
May 2013*

Additional reading

 From our blog

Expanding into the OTT Multiscreen World: The story of Orange Spain






As consumer demand for television content anytime, anywhere, on any device continues to explode, the need for a reliable, innovative solution - capable of managing the complexity of today's multidevice and multinetwork IP-connected environment - is becoming more and more important to content service providers. In September 2013, the convergent mobile operator Orange Spain launched a new IPTV and multiscreen service for both live and VOD content. The goal was to increase fixed broadband growth and penetration and compete with other providers in markets that were beginning to offer TV/OTT services. Moreover, another challenge Orange Spain was facing was an IPTV managed network with a low heterogeneous eligibility footprint due to local network specificities.

How would Orange Spain provide the ultimate entertainment experience to subscribers and compete in a crowded market?

Orange Spain completely replaced its IPTV service delivery platform with a unified OTT solution from Viaccess-Orca. Migrating to VO's solution enabled Orange Spain to future-proof what had essentially become an obsolete platform.



Additional reading

-  Voyage
-  COMPASS
-  Connected Sentinel
-  RiGHTv
-  Connected Sentinel Player

Viaccess-Orca provided Orange Spain with Voyage, its pre-integrated TV Everywhere solution comprising proven security features, unified service delivery platform, content discovery platform. The deployment process was quick and smooth thanks to VO's unified service delivery platform RiGHTv, which features a modular, open design and support for multiple delivery networks (e.g. IPTV, OTT) and DRM solutions. The solution brings several key benefits to Orange Spain customers, including the ability to search, browse, and bookmark premium VOD content on second-screen devices like smartphones and tablets.

Using VO's RiGHTv service platform, Connected Sentinel DRM including the Connected Sentinel Player, and COMPASS discovery platform, Orange Spain **transcends** the traditional linear TV experience, giving subscribers access to hundreds to live TV channels, thousands of hours of VOD programming, catch-up TV, personal video recording (PVR), and an increasing array of enticing OTT IP-based content.

The service is focused on three core concepts: simplicity, innovation, and value for money. Competitively priced at 12 euros a month, the service also offers sports packages and SVOD for a small incremental cost. This network-agnostic service is accessible on tablets, smart TVs, smartphones, games consoles, PCs, and affordably-priced STBs that support DTT.

The result? A **40%** growth in new subscribers within the first 6 months, high customer satisfaction, and minimal support costs. And by January 2015, Orange Spain has exceeded the 100,000 subscribers mark, up **25%** since the beginning of 2013.

Additional reading

 From our blog

 The full PR



“ Since launching an OTT multiscreen service in Spain, we’ve experienced high customer satisfaction and seen a dramatic increase in new customers and a boost in loyalty from our existing subscribers, all in just a few short months. The personalization and recommendations provided by Viaccess-Orca’s TV Everywhere solution set us apart from the competition, maximizing our revenue opportunities. ”



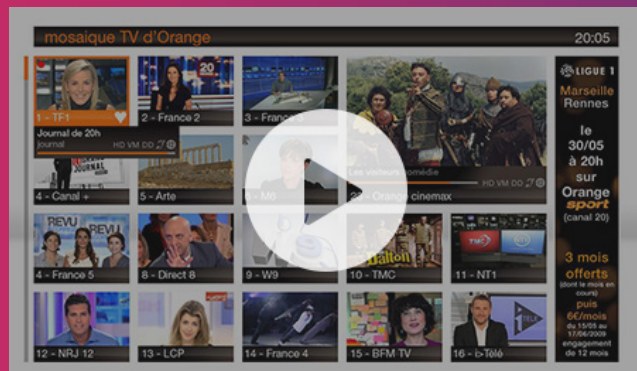
Jean-Marc Vignolles, CEO, Orange Spain



Philippe Rozes, VP of Multiscreen Services, Orange

“ We are now able to provide customers, throughout the Orange footprint, with a high-quality TV experience by offering premium content across every IP-enabled platform using a highly scalable and fully convergent TV system integrated around Viaccess-Orca’s core components. This successful deployment promises to be yet another important milestone in the collaboration between Orange and Viaccess-Orca as we continue to move forward with our TV Everywhere solution in other countries. ”

Orange France Completes World's Largest IPTV Middleware Migration and Launches Innovative Multiscreen Service



Webinar: Silo Busting - Paving the way for future-proof "TV Everywhere" Solution

Competition is fierce in the French pay-TV market, and launching a TV Everywhere service offering is a great differentiator for content service providers. Orange France knew it needed to make a bold move.

But where to begin?






Relying on Voyage, the TV Everywhere solution from Viaccess-Orca, Orange France launched in 2011 "la nouvelle TV d'Orange," a next-gen service offering VOD, catch-up TV, content discovery and recommendations, EPG, PVR and self-developed applications.

To date, **4 million** subscribers have joined the new service platform. The project marked the largest-ever IPTV middleware migration, a process in which different existing services over ADSL, FTTH, DTT and hybrid satellite-IP will be converged onto a single unified platform that supports a variety of different content protection technologies, including CAS and DRM.

Merging these previously disparate silos enables Orange France to support more device types, removes the need for additional silos in the future, and provides the operator with increased operational efficiencies.



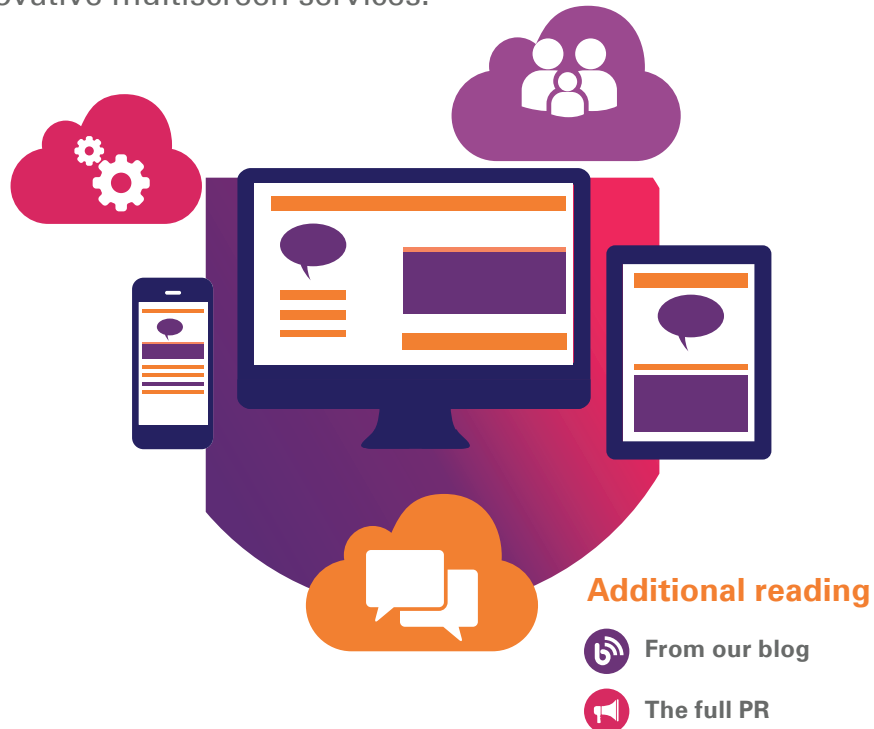
Additional reading

-  From our blog
-  The full PR
-  Voyage
-  COMPASS
-  RiGHTv

And... the story doesn't end there. Orange France made an even bolder move by announcing the launch of an OTT multiscreen service using the company's VoyageTV Everywhere solution, with systems integration and technical support services provided by Capgemini enabling a unified multiscreen experience to **23 million** subscribers.

Using Viaccess-Orca's Voyage solution, Orange France can now deliver high-quality television content to any screen, including smartphones, PCs, tablets, game consoles, and connected TVs.

This new service is the latest example of how Viaccess-Orca is continuing to prove its leadership in offering a definitive, unified user experience across all distribution networks and thus improving the operator's agility and ability to provide innovative multiscreen services.



“ The merger of our several platforms into one allowed us to introduce savings and to provide our customers a fantastic user experience with personalization and recommendation and a new user interface. ”

Gilles Coullon,
Head of TV Projects, Orange



Orange Polska Introduces a Unified TV Service with Viaccess-Orca

“ By enabling us to combine IPTV and DTH services onto a common platform, Viaccess-Orca allows us to provide a consistent and personalized user experience on every screen, with a shorter time to market. Thanks to Viaccess-Orca, we’re more efficient at delivering relevant content and managing the user experience. ”



Bruno Duthoit,
CEO, Orange Polska



Orange Polska was looking to migrate to a unified service delivery platform for its IPTV and DTH services. Why? A TV Everywhere solution would simplify content delivery and enable a personal and immersive television experience on every screen.

By unifying their various platforms, Orange Polska can deliver a personalized and consistent TV-centric experience for both IPTV and DTH subscribers on all devices.




Viaccess-Orca demonstrated how it could break down multiple silos into a unified service platform, eliminating the need for additional silos in the future. This increased Orange Polska’s operational efficiencies and enabled the operator to support more device types than ever before. In addition, it prepared Orange Polska to easily launch future unified OTT services. As the first Orange operator to transition to a unified service delivery platform, Orange Polska paved the way for other operators, who were looking for a unique service delivery approach.

How does Viaccess-Orca’s TV Everywhere solution make this possible?

Through Voyage , Orange Polska can deliver live IPTV and DTH content and value-added services like VOD, catch-up TV, EPG and recommendations - all from one common platform. More than **200,000** set-top boxes have already been migrated to the new platform.

Voyage was rapidly deployed - in just a few months - and was described as the most technologically advanced TV platform within the Orange Group.

Additional reading

-  From our blog
-  The full PR
-  IPTV Solution

Sonatel: Protects and Unifies IPTV Service with VO's Technology

“Delivering live and VOD content can be complex, so it was critical that we find a service delivery platform like RiGHTv that is flexible, efficient, and field-proven at providing an engaging and consistent user experience. On the other hand, protecting our premium content is imperative. Prime Sentinel does an excellent job at thwarting piracy attacks.”



Jerome Henique,
Deputy CEO, Sonatel

The increasing popularity of OTT content along with a growing threat of piracy led Sonatel, a Senegalese telecommunication operator, to find a unified solution for delivering secure live and VOD content. A key requirement of the platform was to support IPTV services now and OTT services in the future.

What was the best way to deliver, manage and secure IPTV and OTT content with one unified platform?

Viaccess-Orca's RiGHTv service delivery platform provides Sonatel with a unified solution for delivering live and VOD content. While the content service provider is initially using RiGHTv solely for IPTV delivery, the service platform will support OTT services in the future, as Sonatel's offering evolves.

And what about content security? Viaccess-Orca's Prime Sentinel smartcard-based CAS solution, pre-integrated with RiGHTv, guarantees protection against card and control-word sharing schemes so that Orange Sonatel can keep its premium content in the hands of paying subscribers.



Additional reading

-  IPTV Solution
-  RiGHTv
-  Prime Sentinel

Winter is Coming: Orange Cinema Series Unveils Immersive Second-Screen App for “Game of Thrones”





Orange Cinema Series (OCS) was looking to provide the ultimate content experience to customers through an immersive second-screen app for the fourth season of the popular television series “Game of Thrones.” How could OCS provide an even DEEPer and unforgettable viewer experience?

OCS chose DEEP (Data Enrichment and Engagement Platform) to automatically generate content about “Game of Thrones” actors and characters in a digital magazine format. DEEP amplifies OCS subscribers’ experience, allowing Orange to create a unique experience around “Game of Thrones” with after viewing engagement.

DEEP presents rich, informative, and entertaining content to subscribers in a familiar, user-friendly magazine-style format on tablet devices to increase viewer engagement and maximize revenue opportunities.



Additional reading

-  From our blog
-  The full PR

“ In today’s multiscreen world, subscribers are increasingly using second-screen devices to enhance the traditional television experience. DEEP will automate the creation of our TV companion apps, providing us with a dramatic cost and time savings, while enabling us to offer our subscribers an augmented content experience on second screens and boost user engagement. ”



Serge Laroye,
Executive Vice President,
Content Division, Orange, and
Chairman of the Board, OCS



Orange Romania Secures Cutting-Edge DTH Services

“ By launching Orange TV, our focus was on bringing a new TV experience to customers, offering a high quality multiscreen service and the highest number of HD channels on the market. By continuously improving its security measures, Viaccess-Orca helps us prevent piracy and enables us to continue to offer valuable TV content to our customers. ”



Julien Ducarroz,
Chief Commercial Officer, Orange Romania

Orange Romania wanted to provide viewers with high-quality television content on every screen. Protecting premium content delivered via satellite was a major challenge.

How could Orange Romania ensure that its live and VOD content would be safe from piracy?



Following in the footsteps of Orange France and Orange Polska, Orange Romania launched a new television service, combining satellite and OTT solutions to offer **111 channels, 48 in HD**, available to subscribers on TVs, PCs, smartphones and tablets. Orange Romania wanted to provide viewers with high-quality television content on every screen. Protecting premium content delivered via satellite was a major challenge.

With security a major issue, how did Viaccess-Orca rise to the challenge?

Orange Romania's service is protected by Viaccess-Orca's Prime Sentinel smart card-based Conditional Access solution, which provides consumers secured access to content services.



Additional reading

-  From our blog
-  Prime Sentinel

Mobistar Keeps New Cable TV Service Protected

“ The collaboration with Viaccess-Orca will enable us to offer Belgian consumers competitive cable TV services. Viaccess-Orca’s Prime Sentinel exceeds our requirements for content protection to guarantee the security of our television content and revenue streams. ”



Jean Marc Harion,
CEO, Mobistar



Thanks to new cable regulation in Belgium, which gives alternative operators access to cable networks, Mobistar has big plans to launch a new cable TV service in 2015.

Yet with piracy a constant threat, how will Mobistar address the sophisticated piracy attacks on premium content?




Belgian mobile operator Mobistar chose Viaccess-Orca’s Prime Sentinel smartcard-based Conditional Access Solution to support its new cable TV service. Prime Sentinel provides Mobistar with a highly secure, easy to deploy, and adaptable solution that is perfect for cable virtual network operators, such as Mobistar, which need extra flexibility. With Prime Sentinel, Mobistar can securely deliver premium live television content to subscribers’ set-top boxes (STBs).

What’s even better? VO’s Prime Sentinel CAS provides security for a wide range of TV service models including live TV, catch-up, PVR, and video-on-demand.

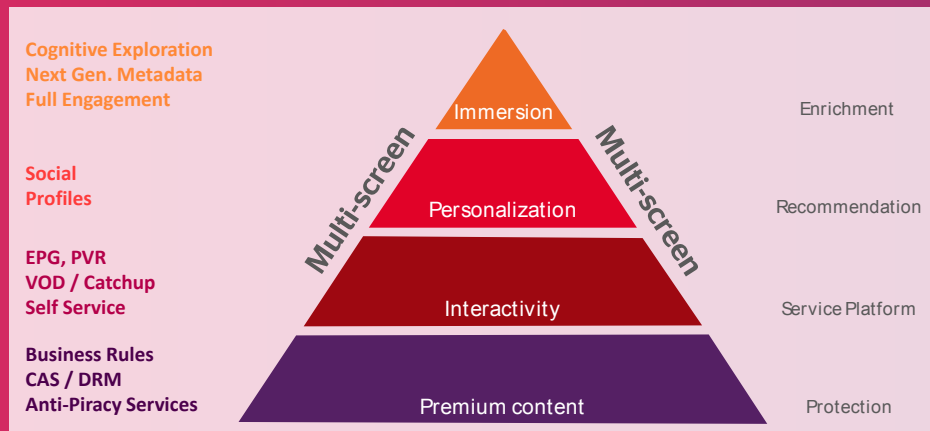
In the future, Mobistar has plans to migrate to Viaccess-Orca’s Dynamic Sentinel cardless conditional access system. Dynamic Sentinel offers advanced security capabilities such as content redistribution management, cardless agent management, and extended STB security as well as a scalable architecture that will grow with the operator, enabling Mobistar to cost-effectively handle subscribers.



Additional reading

-  From our blog
-  The full PR
-  Prime Sentinel

Viaccess-Orca's Northern Star for Shaping Content Experience: the Engagement Model



VO's Engagement Model

Based on Viaccess-Orca's engagement model, these are the key components to improving viewer engagement



Content is king

With providing premium content, such as major sporting events, new movies, and hard-to-miss TV series, the content must be protected against piracy and offer conditional access based on operator-defined business rules.



Interactivity is queen

Providing a set of services such as VOD, EPG, and PVR, while supporting multiple devices and networks is key for engagement.



Personalize it!

Viewers want a unique, personalized approach. You can nurture content discovery by providing viewers with personalized recommendations. And don't forget socialization. Viewers also want to be able to interact with their friends.



Ultimate Immersion

Offer an immersive experience across all screens through second-screen applications.

In order to spearhead a successful TV Everywhere strategy, operators need to support multiscreen across all layers of the viewer engagement model, support a variety of business models to monetize that content, and enable cross-layer benefits such as content intelligence and user intelligence.

Leveraging the breadth of experience^x and technological innovation offered by Viaccess-Orca, any global operator can successfully introduce advanced television services in a matter of months.



The Orange and Viaccess-Orca journey doesn't end here... stay tuned for more innovation.

Contact us for more information about how you can launch innovative OTT multiscreen services that will increase your subscriber satisfaction and your revenue streams.

Get in touch:



Serious Fun



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