



**Orca Interactive signs deal with US service provider CTV International to offer ethnic content Over-The-Top**

*Orca's RiGHTv middleware to power a global service targeted at STBs and PCs*

**Ra'anana, Israel– 10 November 2009**, Orca Interactive, an innovation leader in IPTV, has signed an agreement with CTV International, a new service provider offering ethnic content to ex-pat communities around the world. The new service offers local language national TV programmes and video content on the viewer's PC or Set-Top-Box (STB) via the internet. The service will be one of the first live deployments in which an IPTV middleware has "crossed the lines" to support a fully OTT service. Services will initially provide ethnic programmes and content to Israeli communities or travellers located outside of Israel, anywhere in the world.

CTV International has selected Orca Interactive's RiGHTv middleware platform as the basis for its new service because it allows them to use existing, mature components that provide a full TV-like experience. In addition, RiGHTV's open architecture enables them to select the codecs which offers the maximum flexibility regarding hardware no matter where in the world it is deployed and the option to support both the PC and the STB. This was a key criterion for CTV, as they believe that availability of content is vital, since they expect their service to be a secondary source of content to the consumer or traveller who wants to keep up to date with news, programs and events from their country of origin and in their native language.

The services available over the Orca RiGHTv platform include live TV, network based time-shifted TV (network DVR), Pay-Per-View, Subscription VOD, Transactional VOD and Live Radio. In order to support the specific needs of an OTT service provider, Self Service, Pre and Post payments methods are available on either the STB or a PC based User Interface. CTV cite another important reason for choosing the Orca solution as the ability to customise the User Interface and develop their own applications using Orca's Software Development Kit. The CTV business model involves providing customised front end interfaces in a variety of languages

and with different bouquets of content to different ethnic groups around the world, so the ability to support mobile devices in the future was also essential.

According to Meni Dvir President of CTV, “Orca’s RiGHTv was the natural choice for us given its flexibility of support for different devices and its open standards-based approach, which gives us maximum flexibility to roll out our service on a global basis and cut our initial investment in the total cost of the solution ownership.”

Isaac Mualem VP of CTV International Broadcasting added, “We were impressed, not only with the technical ability of Orca’s platform, but also with the stability provided by their backing from France Telecom. We are confident that the OTT market is ripe for explosion and believe that the combination of our service and the Orca technology will have widespread appeal for ex-pat communities everywhere.”

According to Sefy Ariely, VP of Sales & Marketing at Orca “We see the OTT market as a huge growth opportunity for ourselves and our service provider customers; one which is complementary to IPTV services. Offering travellers or ex-pats access to content from their homeland exemplifies the business potential that online video represents. We believe that CTV has a very bright future ahead of it and we’re delighted to be playing a key role in facilitating that.”

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**About Orca Interactive:**

Orca Interactive is a leading innovative provider of IPTV middleware and applications that power next-generation interactive TV. Revolutionizing the way people experience television content, Orca’s proven solutions help broadband network operators and triple-play service providers drive new revenues and build subscriber loyalty. Orca's flexible middleware platform delivers a full array of IPTV services – including live TV, video on demand (VOD) and personal video recording (PVR) – across converging multi-device, multi-network environments. Orca's groundbreaking content discovery solution enables operators to increase ARPU by recommending the right content to the right subscribers. Established in 1996, Orca Interactive is based in Ra’anana, Israel. For more information visit [www.orcainteractive.com](http://www.orcainteractive.com).

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