



OSN Unlocks New Era of Targeted Video Streaming Monetization with Harmonic

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Harmonic's VOS360 Ad SaaS Enables Personalized Ad Delivery and Seamless Integration with the Ad Tech Ecosystem

SAN JOSE, Calif., Sept. 9, 2025 /PRNewswire/ -- Harmonic (NASDAQ: HLIT) today announced that [Orbit Showtime Network](#) (OSN), a leading entertainment network in the Middle East and North Africa (MENA), has partnered with Harmonic to monetize its video streaming channels. Harmonic's VOS[®]360 Ad SaaS enables OSN to deliver personalized ads at scale, elevating the network's revenue and ensuring an outstanding viewing experience for audiences across the region.



"This collaboration represents a transformative milestone for our network, as we introduce targeted ad insertion across our video streaming channels for the very first time," said Melvin Saldanha, senior vice president, technology at OSN. "Harmonic's unparalleled expertise in server-side ad insertion technology combined with their robust partner ecosystem significantly accelerated our deployment timeline. Within just a few months, we've been able to launch personalized, revenue-driving ad experiences, marking a major advancement in our monetization strategy and our ability to deliver more relevant content to audiences."

Harmonic's VOS360 Ad SaaS is an innovative cloud-native, stand-alone server-side ad insertion (SSAI) solution that delivers personalized ads to viewers with exceptional broadcast quality and reliability. Featuring a user-friendly interface, developer-ready APIs, dashboards and analytics, VOS360 Ad provides OSN with a complete workflow for creative processing, delivery and manifest manipulation with frame-accurate insertion to maximize monetization. The SaaS solution features a sophisticated placement opportunity information service and scheduler, allowing OSN to include the ad duration on ad insertion markers — a critical requirement for ad signaling and monetization.

VOS360 Ad is pre-integrated with major ad tech partners, ensuring rapid deployment and superior viewing experiences. OSN has integrated VOS360 Ad with a variety of third-party solutions, including content management systems, ad decision servers, digital rights management, playout systems and client-side apps.

"We're thrilled to partner with OSN, a world-class entertainment provider in the MENA region," said Tony Berthaud, senior vice president of sales, APAC and EMEA, at Harmonic. "Our VOS360 Ad solution is truly unique, offering seamless integration with a robust ad tech ecosystem, along with cutting-edge ad signaling and scheduling capabilities. Together, these features empower OSN to unlock new revenue opportunities while keeping viewers highly engaged."

Harmonic will demonstrate its innovative VOS360 Ad SaaS at IBC2025, Sept. 12-15, in Amsterdam in stand 1.B20. To schedule a meeting with the company, visit www.harmonicinc.com/video-streaming/events/ibc/. More information about Harmonic's solutions is available at www.harmonicinc.com.

About Harmonic

Harmonic (NASDAQ: HLIT), the worldwide leader in virtualized broadband and video delivery solutions, enables media companies and service providers to deliver ultra-high-quality video streaming and broadcast services to consumers globally. The company revolutionized broadband networking via the industry's first virtualized broadband solution, enabling operators to more flexibly deploy gigabit internet services to consumers' homes and mobile devices. Whether simplifying OTT video delivery via innovative cloud and software platforms, or powering the delivery of gigabit internet services, Harmonic is changing the way media companies and service providers monetize live and on-demand content on every screen. More information is available at www.harmonicinc.com.

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About OSN

OSN Group is a leading network for premium entertainment in the MENA region, operating in 22 countries and offering exclusive, in-demand global and local hit TV series, films, and more. OSN Group delivers content across multiple divisions, including OSN+, OSNtv, Anghami and B2B offerings. Known for its compelling content from global studios like Warner Bros. Discovery and NBCUniversal, OSN is the exclusive home of the latest HBO content, broadcasting shows on the same day as the US, alongside blockbuster movies, and premium kids and lifestyle programming.

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Netra Ghosh, Corporate Communications Manager, +1 425-215-5525, netra.ghosh@harmonicinc.com; David Hanover, KCSA Strategic Communications, Investor Relations, +1 212-896-1220, investor@harmonicinc.com; Photo Link: www.202comms.com/Harmonic/Harmonic-VOS360-Ad-logo.jpg, Photo Caption: Harmonic VOS@360 Ad SaaS logo