

September 1, 2016



SeaChange Features Industry Leading Video Delivery Chain at IBC 2016 Next Week

ACTON, Mass., Sept. 01, 2016 (GLOBE NEWSWIRE) -- During [IBC 2016](#) (Amsterdam, Sept. 9-13) service providers will experience the complete video delivery chain from [SeaChange International, Inc.](#) (NASDAQ:SEAC) for seamlessly managing, delivering, presenting and monetizing the rapidly growing volume of TV shows, movies and other video content required for on-demand and linear multiscreen services across consumer platforms.

Visitors will follow video content from the moment it's ingested and enriched with metadata, inserted with ads and supported by content promotions, then streamed to TV set-tops and Apple and Android mobile devices, and fully measured for usage.

IBC visitors will also see a dozen commercial video services from SeaChange's large and small cable, telco and satellite service provider customers, highlighting real-world examples of multiscreen, on-demand and OTT offerings enjoyed by millions of subscribers at home and on the go in Europe and the Americas.

"Our content delivery chain shows the capacity of SeaChange's open and massively scalable software solutions to work in unison and with third parties to simplify multiscreen television services, from the point of ingesting a single show or movie all the way through to compelling presentation across any device viewers choose," said Ed Terino, CEO, SeaChange.

Comprising industry leading content management, delivery, monetization and user experience solutions, SeaChange's video delivery chain runs in the cloud or on premise. The centerpiece is the SeaChange [Adrenalin](#) multiscreen video platform with published APIs and numerous third-party integrations, providing the industry's only open solution to orchestrate on-demand and live linear video services, presented consistently across all device screens through the SeaChange [Nitro](#) user experience software. Integrating its [Infusion](#) advanced advertising platform, SeaChange will show ad targeting to distinct user profiles and multiscreen devices.

Real-time analytics demonstrations will highlight the SeaChange [Business Management Suite](#) and SeaChange Business Intelligence software, which television service providers use to devise content offers and promotions, as well as measure content usage and facilitate campaigns to increase viewer engagement and accelerate multiscreen revenues. At the head of the delivery chain, SeaChange's content management system (CMS) formats movies, TV shows, advertisements and other video assets in the multiple formats required to serve any consumer device.

For DVB-based (Digital Video Broadcasting) cable, satellite and terrestrial broadcast service providers, SeaChange's delivery chain includes [linear broadcast solutions](#) which provide DVB-SI advantages such as service discovery and selection, populating electronic program

guides with schedules, and signaling PVRs to record shows.

SeaChange will also feature its [Nucleus video gateway software](#), which extends subscription television, including DVR and content sharing, to any IP connected device at home. Nucleus is integrated with a wide range of systems-on-a-chip and set-top boxes for rapid hybrid (QAM & IP) and IP-only implementations that deliver the advantages of the Reference Design Kit, or [RDK](#). The company will demonstrate Nucleus at the private RDK European Summit 2016, immediately following IBC on Tuesday, September 13. Marek Kielczewski, Senior Vice President of Customer Premises Equipment Software, will participate on a conference panel to discuss SeaChange's ongoing RDK initiatives.

Go to <http://info.schange.com/ibc-2016-book-mtg-form-0> to book hands-on video delivery chain demonstrations with SeaChange at IBC2016, Hall 1, Stand F70.

About SeaChange International

Enabling our customers to deliver billions of premium video streams across a matrix of Pay TV and OTT platforms, SeaChange (Nasdaq:SEAC) empowers service providers, broadcasters, content owners and brand advertisers to entertain audiences, engage consumers and expand business opportunities. As a three-time Emmy award-winning organization with 23 years of experience, we give media businesses the content management, delivery and monetization capabilities they need to craft an individualized branded experience for every viewer that sets the pace for quality and value worldwide. For more information, please visit www.schange.com.

Contact:

Press

Jim Sheehan

SeaChange

1-978-897-0100 x3064

jim.sheehan@schange.com

Investors

Monica Gould

The Blueshirt Group

1-212-871-3927

monica@blueshirtgroup.com



Source: SeaChange International, Inc.