

February 27, 2007



SeaChange Continues to Realize Global IPTV Success with the Launch of India's First On-Demand IPTV Service

India on the path to become Asia's most lucrative media market

ACTON, Mass.--(BUSINESS WIRE)--

India Online (IOL) Broadband has launched India's first IP-based on-demand television service to more than 250,000 subscribers using software, servers and middleware from SeaChange International, Inc. (Nasdaq: SEAC), a leading provider of end-to-end solutions for the world's growing on-demand and IPTV industry. IOL Broadband joins the growing list of the world's telco and cable operators including Comcast, NTT, Verizon, Virgin Media and many others successfully running on-demand and IPTV services with SeaChange.

"Economic expansion, advertising growth and a surge in demand for pay television is increasing the value of the Indian media market and it is clearly on a path to emerge as Asia's most lucrative within a few years," said Vivek Couto, executive director of Media Partners Asia, a leading media research firm. "By 2010 the country will have over 100 million pay television households. Growth here is rapid and is fueled by new consumer options including IPTV."

Leveraging the networks of India's government-owned Mahanagar Telephone Nigam Ltd. (MTNL), IOL Broadband offers an on-demand line-up including Bollywood and Hollywood hits and music videos to its customers in Mumbai, one of the world's most populous cities. Other IOL Broadband IPTV services include interactive gaming, video conferencing, an "e-education" channel and live financial data from the Bombay Stock Exchange.

"We've set out to revolutionize the television experience in India and SeaChange's comprehensive technology platform and expertise has helped make it possible for us to attain that goal," said Siddhartha Srivastava, president, IOL Broadband. "On-demand enhances IOL Broadband's IPTV service by giving our subscribers exactly the kind of content they want most with the convenience and control they demand."

IOL Broadband relies on the SeaChange VOD System, which garners the strategic advantages of the powerful Axiom on-demand infrastructure software that has proven to automatically manage growing content libraries, streaming resources and other critical operations aspects to ensure "always on" service to millions of television subscribers. IOL Broadband's electronic program guide and content browser is based on SeaChange's IPTV middleware platform, which includes unique capabilities such as delivering complete DVDs in a single on-demand stream.

"IOL Broadband clearly demonstrates that operators of all kinds are creating highly compelling television options for consumers," said Chris West, vice president of Asia Pacific

region, SeaChange. "SeaChange is focused on helping operators provide a high-quality experience with open solutions and software that reduce operational complexities, while also setting up opportunities to launch additional applications and new revenue streams."

IOL Broadband is the latest SeaChange rollout to use H.264 video coding, also known as MPEG-4 AVC (Advanced Video Coding), to deliver demanding high-definition video streams - in less than half the bandwidth required by MPEG-2 - over a variety of networks, including DSL and wireless.

Visit SeaChange and On Demand Group at IPTV World Forum London, March 5-7. Go to www.schange.com/iptv to set an appointment. On Wednesday, March 7, SeaChange's director of IPTV solutions, Venkat Krishnan, will participate in the conference session "Exploiting the Power of IP." For more about Media Partners Asia research and publications, visit www.media-partners-asia.com.

About IOL Broadband

IOL Broadband Ltd is the first company to introduce commercially deployable Broadband Interactive Multimedia Services in India. It has a fully integrated backbone network, featuring "1-1000 Mbps" access that provides a superior network experience. Apart from Broadband Internet access capable of delivering television and video-on-demand, IOL offers interactive services like Entertainment-On-Demand, Games, Video Conferencing. IOL has high quality digitally encoded software featuring up to 500 channels of music, movies, entertainment, news, sports, etc. in various languages sourced from different countries. It provides easy access to over 20,000 hours of content and instant hot links connectivity to hundreds of Broadband sites globally. IOL Broadband connections can expand your business' global reach thereby improving communication, increasing productivity and reducing costs. Visit <http://www.iolbroadband.com/>.

About SeaChange

SeaChange International, Inc. is a world leader in digital video solutions spanning broadband and broadcast. Its powerful software and systems enable television operators to provide new on-demand services and to gain greater efficiencies in advertising and content delivery. With its Emmy-winning MediaCluster(R) technology, thousands of SeaChange deployments are helping broadband, broadcast and satellite television companies to streamline operations, expand services and increase revenues. SeaChange is headquartered in Acton, Massachusetts and has product development, support and sales offices around the world. Visit www.schange.com.

MediaCluster is a registered trademark of SeaChange International, Inc.

Source: SeaChange International, Inc.