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Cable Onda Selects SeaChange Solutions to Create Next Generation Video Experience

Single Back Office Integrating Content Management and Advertising Solutions to Serve Subscribers with Unified Experience across HFC, OTT and IPTV

ACTON, Mass., Dec. 12, 2016 (GLOBE NEWSWIRE) -- [Cable Onda](#) has begun building its next-generation video experience across cable, OTT and IPTV networks on a single video back office with integrated content management and advertising solutions from [SeaChange International, Inc.](#) (NASDAQ:SEAC).

With the open, best-of-breed SeaChange Adrenalin multiscreen television platform, the Panama-based service provider will serve on-demand and linear video to all consumer platforms and devices, including value-added services such as time-shifted TV and network PVR. Adrenalin, which is being deployed in combination with SeaChange's AssetFlow content management system and Infusion advanced advertising solution, enables Cable Onda to centralize all video operations for optimal economy and easy scalability.

Charlie Brown, Senior Vice President of Operations, Cable Onda, said: "By upgrading to SeaChange, as our unified and centralized back office foundation and ad revenue engine, Cable Onda will unite operations for HFC, OTT and IPTV service to achieve our vision for a Next Generation Subscriber Experience that keeps subscribers entertained and engaged across all their video devices."

Cable Onda is among the largest television service providers in Panama with over 35 years in service. [Cable Onda's popular video-on-demand](#) and advertising businesses have grown on SeaChange's prior generation solutions since 2009.

According to [Digital TV Research](#), pay TV revenues in Latin America will approach \$20 billion by 2021. SeaChange helps to propel Latin America's pay TV sector across consumer platforms through content management, delivery and monetization solution deployments for large and small service providers throughout the region.

Rick Ford, Vice President of International Sales, SeaChange, said, "Through its exploitation of forward-leaning technologies and introduction of new services, Cable Onda's become a leading innovator in delivering video services in Central America. SeaChange is transitioning Cable Onda's delivery and advertising platforms to enable its pursuit to bring superior television service to any device its subscribers choose."

With published APIs and dozens of third-party integrations, SeaChange's open software solutions including [Adrenalin](#) help service providers to orchestrate premium video services

over HFC and IP networks with unified subscriber experiences for set-tops, smart TVs, Android TV, and Apple and Android mobile devices. Cable Onda will also standardize on the [SeaChange AssetFlow content management platform](#) to optimize the lifecycle of multiscreen content, from movie and TV program ingest and tracking, to metadata handling and content workflow.

SeaChange Infusion provides Cable Onda with a future-proof platform to maximize advertising revenue across linear and on-demand content. Infusion leverages business intelligence to target ads by zone, device or persona, then engage through pre-, post- and mid-rolls, banners, overlays and click-action interactivity. Deployments easily scale to tens of thousands of insertable channels and millions of video ad assets with integrated real-time monitoring, measurement and reporting.

Go to <http://info.schange.com/ces-2017-mtg-request-0> to book a multiscreen solution demonstration with SeaChange at CES 2017 in Las Vegas, Jan. 5-8 at the Aria Resort & Casino.

About Cable Onda

Cable Onda, S.A. provides television, internet, and telephony services for residential, corporate, and SME customers in Panama. The company offers digital television, pay per view, free content, video-on-demand, high definition, and DVR service products. Cable Onda, S.A. is headquartered in Panama City, Panama. Visit <https://cableonda.com/>.

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.

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