

Starman Cable TV Adds Over-the-Top Video Service with SeaChange

Estonian Provider Expands TV to Mobile Devices with SeaChange Adrenalin Upgrade

ACTON, Mass., Sept. 13, 2016 (GLOBE NEWSWIRE) -- [Starman](#), a leading cable TV and broadband operator in Estonia, has introduced OTT video service based on the recent upgrade of its [SeaChange](#) (NASDAQ:SEAC) Adrenalin multiscreen video platform. In partnership with SeaChange at IBC 2016 this week, Starman demonstrated its complete TV offering, which now provides an extensive library of on-demand movies and TV shows, and features including re-start TV and network PVR, across every device subscribers choose.

Starman launched on-demand TV services in Estonia with a prior version SeaChange Adrenalin platform in 2012. Leveraging the extensibility and scalability of its new SeaChange Adrenalin platform, Starman is currently progressing toward expanding this platform to other group companies in the Baltics.

“Our early partnership with SeaChange enabled us to fully capitalize on our cable infrastructure to first bring on-demand TV services to our national market. Today, SeaChange’s consistent focus on innovating for the back office brings new value by helping us bridge our operations to the rapidly growing IP tier and reliably extend our offering to consumers in other Baltic nations,” said Jaanus Erlemann, CTO, Starman.

“Starman’s latest service introductions show how traditional TV providers are benefitting from a unified back office that enables video business growth across networks, devices and into new geographies, and keeps them ahead of subscribers’ quickly evolving expectations,” said Rochus Schreiber, SVP EMEA, SeaChange.

With published APIs and dozens of third-party integrations, SeaChange’s open software solutions including Adrenalin orchestrate premium video services over HFC and IP networks with unified subscriber experiences for set-tops, smart TVs, Google Android TV, and Apple and Android mobile devices. At SeaChange’s IBC stand, service providers and content owners experienced SeaChange’s complete video delivery chain 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.

Go to <http://www.schange.com/company/events> to book a meeting with SeaChange at upcoming industry events around the world.

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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