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Midco Selects SeaChange Next Generation Television Platform

ACTON, Mass., March 22, 2017 (GLOBE NEWSWIRE) -- [SeaChange International, Inc.](#) (NASDAQ:SEAC) proudly announced today that Midco, its longtime customer and partner, is upgrading its multi-market SeaChange-based video-on-demand system to the next-generation SeaChange Adrenalin multiscreen capable software platform.

Midco is one of the 20 largest cable television operators in the U.S. With more than 385,000 subscribers in 342 communities in Kansas, Minnesota, North Dakota, South Dakota and Wisconsin, Midco has delivered on-demand movies and TV shows for nearly a decade with Axiom, SeaChange's widely-deployed prior-generation technology. Slated to go live in the first half of 2017, the Adrenalin platform will enable Midco to maintain its strategy of centralized on-demand operations over its existing HFC network, while paving the way for on-demand service expansion to subscribers' mobile phones, tablets and other IP-based viewing devices.

Bill Chatwell, Video Systems Manager, Midco, said, "We're pleased to continue our longstanding collaboration with SeaChange to continue Midco's popular [ON Demand](#) services and have the ability to expand our foundation for advanced capabilities in the future."

Ed Terino, SeaChange CEO, said, "SeaChange is proud of our ongoing partnership with Midco. We look forward to helping them as they continue to provide exciting, world class services for their subscribers."

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, and Android TV, as well as Apple and Android mobile devices. Midco will also deploy [SeaChange AssetFlow content management software](#) for automated management of the lifecycle of on-demand content, from movie and TV program ingest and tracking, to metadata handling and overall content workflow.

Go to <http://www.schange.com/company/events> to book a meeting with SeaChange at upcoming industry events around the world including NAB 2017 (April 24-27, Las Vegas).

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 nearly 25 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.

About Midco

Founded in 1931, Midco is the leading provider of internet and networking, cable TV, phone, data center and managed services, home automation and advertising services in the Upper Midwest. More than 385,000 residential and business customers count on Midco services in 342 communities in Kansas, Minnesota, North Dakota, South Dakota, and Wisconsin. Midco will deliver advanced gigabit internet technology to most customers by the end of 2017. Visit Midco.com to learn more about Midco and how the company gives back to the communities it serves.

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