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# SeaChange to Drive TV Provider Revenues and User Engagement with Amazon Web Services

**WALTHAM, MA / ACCESSWIRE / May 27, 2020 / [SeaChange International, Inc.](#) (NASDAQ:SEAC)**, a leading provider of video delivery platforms, builds on an existing relationship with Amazon Web Services (AWS) to provide new functionalities for the Framework cloud-based video delivery platform with AWS machine learning (ML) services.

TV providers face high operating expenses driven by the rising cost of content and infrastructure and declining average revenue per user. In addition, subscriber churn continues to challenge TV providers due to the ever-growing amount of viewing options. Retaining paying subscribers is high priority in this competitive landscape.

The Framework Predictive Analytics algorithms leverage AWS ML services to help TV providers better understand user engagement. Pre-built dashboards and reports produce data that is used to inform decisions aimed at retention and monetization. It identifies patterns that suggest whether a user is at risk of churning, which prompts the provider to launch targeted retention actions. Understanding user behavior such as channel lineup utilization, VOD catalog engagement, and promotion effectiveness can also improve the accuracy of advertising campaigns.

The SeaChange Framework utilizes Amazon SageMaker to build, train, and deploy ML models quickly and at scale. Amazon SageMaker removes the undifferentiated heavy lifting from each step of the ML process and makes it easier to develop high-quality models. The Framework also leverages AWS Lambda and Amazon Athena to provide a scalable and cost-effective solution that's compatible with any centralized or distributed head-end architecture.

"The SeaChange Framework with predictive analytics powered by AWS is the ultimate tool for TV providers to reduce subscriber churn by improving viewer engagement and increase revenues through better monetization of advertising inventory," said Walid Hamri, Chief Product Officer of SeaChange International.

[Contact us](#) to schedule a demo and see how the Framework leverages AWS to launch a direct-to-consumer online video delivery service in a matter of days.

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## About SeaChange International, Inc.

SeaChange International (NASDAQ: SEAC) powers hundreds of cloud and on-premises platforms with live TV and video on demand (VOD) for more than 50 million subscribers worldwide. SeaChange's end-to-end solution, the Framework, enables operators and

content owners to cost-effectively launch a direct-to-consumer video service. This includes back-office, media asset management, ad management, analytics and a client application for set-top boxes (STB), Smart-TVs and mobile devices. Framework is available as a product or managed service, and can be deployed on-premises, in the cloud or as a hybrid. For more information, please visit [www.seachange.com](http://www.seachange.com).

### **Safe Harbor Provision**

Certain statements in this press release may constitute "forward-looking statements" within the meaning of the United States Private Securities Litigation Reform Act of 1995, as amended to date. Forward-looking statements can be identified by words such as "may," "might," "will," "should," "could," "expects," "plans," "anticipates," "believes," "seeks," "intends," "estimates," "predicts," "potential" or "continue," the negative of these terms and other comparable terminology. Examples of forward-looking statements include, among others, statements we make regarding the ability of the enhanced Framework to identify users at risk of churning and for our customers to utilize such information to launch targeted retention actions, including the success of such actions; the overall ability of the Framework to reduce subscriber churn and increase customer revenues; the Amazon SageMaker's ability to remove the undifferentiated heavy lifting from the ML process and facilitate the development of high-quality models; the importance of understanding user behavior such as channel lineup utilization, VOD catalog engagement, and promotion effectiveness in improving the accuracy of advertising campaigns; the ability of Framework to leverage other products to provide scalable, cost-effective and compatible solutions and other statements that are not purely statements of historical fact. These forward-looking statements are made on the basis of the current beliefs, expectations, and assumptions of the management of the Company and are subject to a number of known and unknown risks and significant business, economic and competitive uncertainties that could cause actual results to differ materially from what may be expressed or implied in these forward-looking statements. Risks that could cause actual results to differ include, but are not limited to: the impact of COVID-19 on our business and the economies in which we operate; the level of acceptance of the enhanced Framework with our current and future customers; the successful deployment of the Framework's new features; the continued spending by the Company's customers on video solutions and services; the manner in which the multiscreen video and OTT markets develop; the Company's ability to compete in the software marketplace; and other risks that are described in further detail in the Company's reports filed from time to time with the Securities and Exchange Commission (SEC), which are available at [www.sec.gov](http://www.sec.gov), including but not limited to, such information appearing under the caption "Risk Factors" in the Company's Annual Report on Form 10-K, as amended. Any forward-looking statements should be considered in light of those risk factors. The Company cautions readers that such forward-looking statements speak only as of the date they are made. The Company disclaims any intent or obligation to publicly update or revise any such forward-looking statements to reflect any change in Company expectations or future events, conditions or circumstances on which any such forward-looking statements may be based, or that may affect the likelihood that actual results may differ from those set forth in such forward-looking statements.

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