



SeaChange to Showcase Latest Innovations in Video Monetization Products at the IBC Show in Amsterdam

-New Products include FAST Channel Playout Solutions, Contextualized Ad Insertion, and Predictive Analytics

-Strategic Focus on enabling partners to realize a multi-channel monetization strategy across Linear TV, OTT, and connected TV

August 24, 2022 – SeaChange International, Inc. (NASDAQ:SEAC) will exhibit in this year’s IBC Show in Amsterdam, Netherlands (Hall 2, Booth 17) to demonstrate its comprehensive suite of product platforms, designed to boost content monetization strategies for operators and content owners across all channels, devices and business models.

The solution highlights include:

- Xstream: FAST channel generation and monetization suite that enables content owners to capitalize on the booming connected TV market
- StreamVid: OTT cloud-based and fully managed streaming platform that helps content owners to launch their own direct-to-consumer
- Advanced Advertising: Next generation advertising solution, protecting existing and generating video ad revenues that include built-in programmatic sales technology for broadcast as well as advanced targeting mechanisms for over-the-top (OTT)
- Predictive Analytics – a Business Intelligence solutions that uses machine learning to boost engagement, optimize campaigns and reduce churn

The SeaChange product suite, enables a premium end-to-end video platform for operators, content owners and creators alike. Visitors to SeaChange’s booth at the RAI Convention Center will be able to view demonstrations of the company’s full product suite. Schedule your demo today here

For more information about SeaChange’s robust Linear TV, advertising and OTT streaming offerings, visit the company’s booth, HALL 2, Booth 17 or online at www.seachange.com.

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