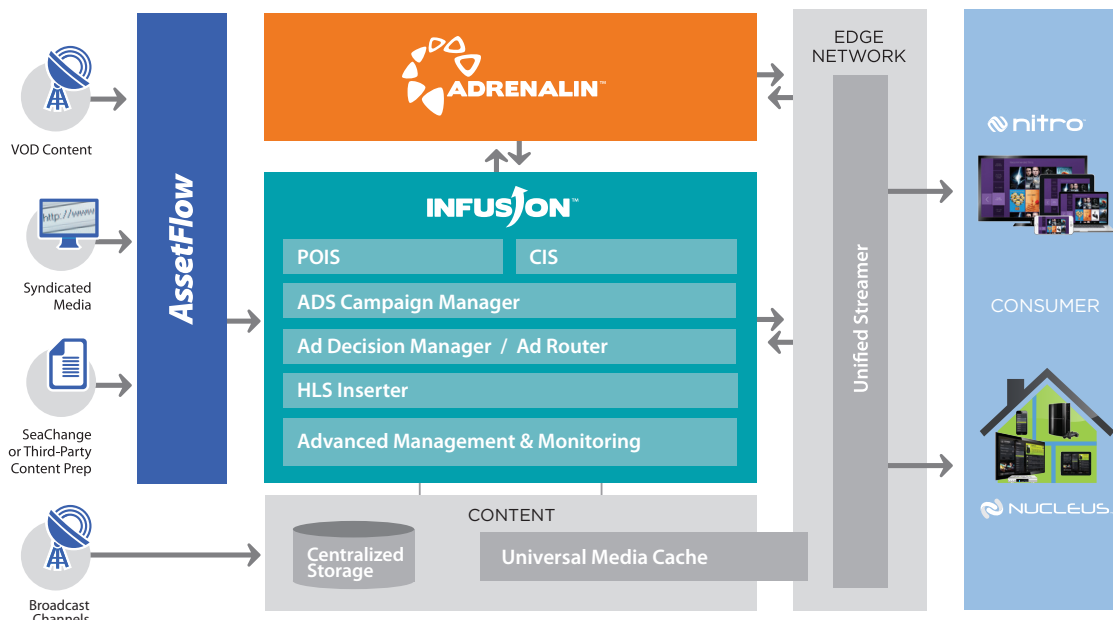**≡ SeaChange**®

Infusion

ADVANCED ADVERTISING PLATFORM

Today's advertising landscape has undergone a transformation that now requires television operators to take a different approach to maximize advertising revenues. The adoption of multiscreen and OTT video has opened up a new world of opportunities for advertisers to reach subscribers on all platforms. At the same time, fundamental shifts have significantly increased the complexity of the solutions required for operators today. Overall, changes throughout the industry have brought forth new advertising revenue opportunities and methods to significantly reduce costs.

SeaChange® Infusion™, the comprehensive advanced advertising solution from our industry-leading video advertising portfolio, enables dynamic ad insertion for VOD and linear content across multiple screens. Infusion provides operators with the unrivaled manageability, scalability and suitability necessary to succeed in today's changing video advertising environment. It's an open platform supporting the latest technologies and standards, and delivering extensive flexibility.

Delivering a Targeted Experience Across Multiple Screens

SeaChange Infusion enables dynamic placement of targeted ads across multiple platforms and devices including TVs, tablets, PCs and mobile devices. Ad placements can be targeted down to the device level and can be based on a number of subscriber-specific data including gender, age, preferences and other demographics. The diverse solution enables operators to seamlessly insert pre-, mid-, and post-roll ads across linear, VOD, and time-shifted content that appeals more to your subscribers and optimizes ad revenue.

A New Level of Ease and Openness

As a solution that can expand an operator's existing ad operations and grow the amount of ad inventory, SeaChange Infusion provides a level of ease in an environment of growing complexity. As a flexible architecture with open, standards-based interfaces, Infusion grants users access to a large ecosystem of partners and third-party technologies which is vital in today's growing heterogeneous environment. With the support of standards such as SCTE 130 and IAB VAST, Infusion implements more intelligence into the placement of ad decisions and provides additional freedom to work with multiple campaign management systems to optimize ad revenues.

Key Advantages in the Changing Environment

Scalability: Capable of handling a large number of insertions for large geographic areas, SeaChange Infusion can support any number of channels from a single data center location for distributed or centralized operations. This level of scalability enables operators to consolidate, reduce their equipment footprint, and handle larger amounts of channel insertions from a centralized location.

Manageability: With a simplified interface that will allow operators to easily manage, monitor and configure their systems, Infusion provides real-time, on-the-fly system configuration and upgrades to eliminate operational down time and optimize service innovation and revenue generation.

Suitability: Infusion is an enterprise-class open platform system that follows the latest standards such as SCTE 130 and IAB VAST, while catering to a heterogeneous network environment.

FEATURES

- Supports dynamic targeting of ads across multiple screens

- Ad insertion for VOD, linear and time-shifted video in cable, IPTV and OTT environments

- Open platform supporting third-party integrations and the latest industry standards – SCTE 130 and IAB VAST

- Increased scalability, manageability, and suitability for the changing advertising environment

SeaChange®