SeaChange®

Adrenalin

SeaChange® Adrenalin™ is a comprehensive multiscreen television platform that's enabling service providers of every size to deliver exciting streaming video experiences and promotional packages to set-tops, iPads, smartphones, OTT players and other IP-connected devices. Adrenalin simplifies migration to the multiscreen experience by building on existing infrastructure and capabilities. SeaChange has the proven expertise and innovation necessary to deliver video to multiple screens, allowing providers to unlock new revenue streams while delivering the "wherever I go" user experience subscribers crave.

SeaChange Adrenalin enables enhanced offer management and monetization. A simple user interface provides tools for the creation of content offers and promotions to market content effectively across any screen and categorize content for ease of navigation on all screens. The user interface allows multiple users and access roles and provides a simple drag and drop interface for creating products and templates, speeding time to publishing and revenue acceleration.

FEATURES

- Supporting the content business across all screens

- Easy content management, offer and campaign creation

- Simple web-based interface featuring advanced search and filter capabilities

- Dashboard for daily content operations

Title Management

The Title Manager administers ingested assets from multiple locations and handles all of the service components for VOD and OTT content aggregation. It allows flexible classification of titles so that products can contain multiple titles, and titles can be in different products for easy bundling. The titles are language-aware and the assets can be stored in multiple formats to support multiple screens. Faceted search and personalized fliers help in finding the appropriate content.

Offer Management

The Offer Management tools provide the resources necessary to appropriately market content and present compelling offers to increase content sales and drive subscriber engagement. Product definitions can be created, modified or deleted for creative content merchandising. Each product offer can be priced and promoted to maximize its revenue opportunity and can be enabled as TVOD/SVOD/FVOD, Electronic-Sell-Through (EST) or Download to Own/Rent (DTO/DTR) offers. By means of advanced promotions like loyalty programs and happy hours attractive content offers can be created.

Navigation Management

Content catalog creation is key to the effective management and monetization of content. Adrenalin provides the tools and automation necessary to simply create catalogs based on the titles and offers entered by the user. It handles multiple catalogs as well as multiple languages for different

subscribers. Drag and drops, faceted search, personalized filtering, dynamic title queries and visual clues to the status of the nodes make it easy to populate and edit the content and structure of the catalogs.

Schedule Management

Accurate EPG data and easy access to scheduled content is the basis of the Schedule Manager. An automated engine seamlessly publishes schedule listings to the EPG with minimal input. The Schedule Manager UI allows users to view and modify the imported schedule information and is compliant with TV-Anytime formats to allow enrichment of imported schedules with detailed asset information.

≡ SeaChange®