



sea•change -  
n. A dramatic  
transformation



Who is SeaChange International?

## Company Profile

Midway through its second decade serving the world's media companies, SeaChange® International, Inc. continues to deliver strategic opportunities to broadband and broadcast operators. Partnering with cable, telecommunications, broadcast, and satellite companies worldwide, the company has enabled one 'sea change' after another.

SeaChange's initial focus, to solve the challenges in multi-channel advertising, led it to deliver digital ad insertion to the cable industry. Building on that success, SeaChange became a world leader in deploying the infrastructure necessary to deliver Video on Demand (VOD). SeaChange now dominates the VOD industry with the vast majority of the global market share.

Fast-forward, and again, the company is driving the next sea change. By leveraging its years of experience, SeaChange is in a unique position to take advantage of the current market dynamics — delivering software applications that continue to personalize the television experience viewed on TVs, PCs and mobile devices. In addition, SeaChange offers the media services that help broadband providers fulfill market and consumer needs and drive revenue.

Through innovation, leadership, and first-class support, SeaChange has built and maintained long-term customer relationships with Comcast, Verizon, Virgin Media, China Central Television, ESPN, Sony Pictures, Vodafone, 3UK, O2 and hundreds of others. It delivers billions of on-demand streams annually and has facilitated the launch of IPTV services worldwide. SeaChange has also successfully deployed on-demand advertising capabilities at a number of cable companies. With immediate impact and the flexibility to scale to meet future demands, SeaChange solutions offer the tools and technology to positively affect a company's bottom line.

SeaChange is a TL 9000-certified company with one of the largest expert workforces in the industry – more than 1,000 people, with the vast majority in software engineering, research and development, and customer service. While its headquarters in Acton, Massachusetts is home for nearly half of its employees, SeaChange maintains development and support operations throughout Europe, Asia, and elsewhere in the Americas.

# SeaChange Milestones

- 1993:** The company is founded in Massachusetts by CEO & President Bill Styslinger
- 1994:** SeaChange's first shipment of SeaChange Spot cable advertising insertion systems
- 1995:** Advertising insertion systems deployed to automate thousands of television channels across massive cable television interconnects
- 1996:** SeaChange's MediaCluster® video server technology introduced
- IPO Nasdaq: SEAC
- Business Week* names SeaChange "Hot Growth Company" – ranking third overall in sales and earnings growth among the "Hot 100"
- 1997:** First SeaChange near Video on Demand Movie Systems deployed
- 1998:** First SeaChange broadcast server systems ship
- SeaChange ranks in Deloitte & Touche Fast 500 and Fast 50
- 1999:** MediaCluster awarded U.S. patent
- SeaChange acquires set-top software developer Digital Video Arts, Ltd.
- 2000:** First SeaChange Video on Demand systems deployed
- 2001:** SeaChange wins first Emmy® Award for MediaCluster technology
- 2002:** VOD becomes DVD on Demand as SeaChange VODlink software is unveiled
- Broadcast MediaLibrary™ debuts massive centralized online storage
- 2003:** Customers in the U.S. and abroad deploy SeaChange's MediaLibrary online universal media access solution
- 2004:** First VOD deployments with telco customers  
SeaChange wins first-ever VOD Emmy Award
- 2005:** UK's largest cable operators ntl and Telewest Broadband (Virgin Media) launch on-demand television
- IP VOD goes live at two of the world's largest telcos, Verizon in the US and NTT in Japan
- Strategic acquisitions of Liberate and On Demand Group expand customer solutions
- CCTV puts China's first High Definition broadcast on-air
- 2006:** World's first dynamic VOD advertising system launched
- 2007:** SeaChange and Tele München Gruppe form On Demand Deutschland joint venture to serve German-speaking VOD market
- First ever flash memory server launched
- SeaChange VOD openness extends to Cisco®, Concurrent and Motorola servers
- SeaChange serves Korea's first HD cable channels
- 2008:** CABLEVISION Mexico deploys SeaChange flash memory servers for VOD
- Mobix Interactive acquisition brings mobile phone VOD to SeaChange customers
- 2009: SeaChange earns TL 9000 Telecommunications Standard Certification; Fourth to earn software, hardware and service certification in application servers product category 1.2.7



SeaChange enjoys award-winning IBC by winning the CSI Award for its role in Virgin Media's dynamic VOD advertising program and being honored along with Virgin as an IBC Innovation Award finalist

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10.19\_2009



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