Adrenalin™

Choice & Personalization Built Upon Our Most Powerful Back-Office Platform Ever.

SeaChange® Adrenalin is the flagship technology that supports the entire SeaChange cFlow™ portfolio eco-system. What we have built for VOD and linear content delivery over QAM/Cable, IPTV, and OTT networks is one of the most full-featured, powerful, and extensible streaming video and merchandising management technologies on the market. Backed by our Emmy® Award-winning technology we provide our customers with an out-of-the-box, turnkey, yet customizable solution that covers virtually every type of video media platform (from STBs to mobile devices).

And with our Multi-Screen Environment, Catalog Management, and Merchandising Revenue functionality, your network will have all the resources it needs to compete in the marketplace.

The Brains Behind the Digital Magic Place!

Multi-Screen Environment

Adrenalin is industry's only open software platform that manages and streams video content to every screen in a 24/7 media world.

Whether it's linear, VOD, or OTT content, Adrenalin provides the relevant and individualized experience that end-users expect and pay a premium for.

And with In-App Purchases, Download2Go (D2G), and Pay-Per View, you will increase your revenue while your subscribers have fun controlling their OTT content the way they want.

Catalog Management

Whether you need to catalog your videos by recent additions, interest, playlist, or virtually any category, our back-office capability puts the power of video catalog management in your hands.

Furthermore, robust searches, subtitling, clipping, content packages, editorial workflows, and audience-targeted video streams are all possible with Adrenalin.
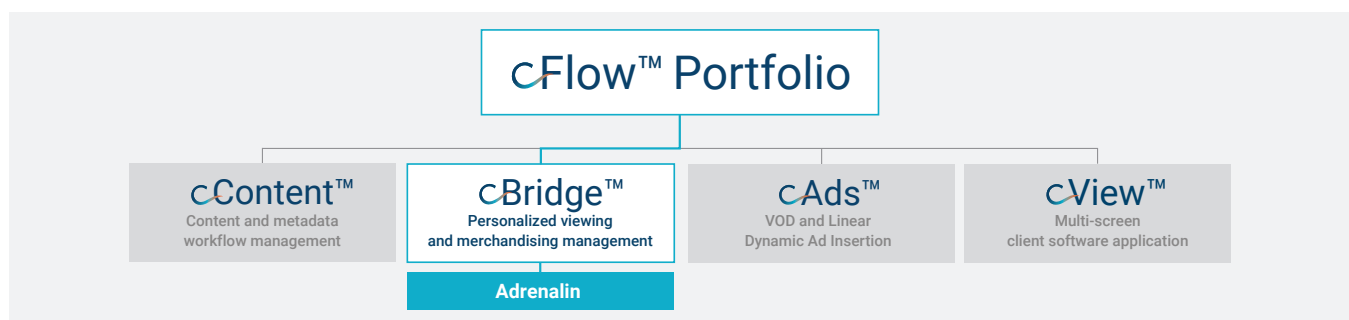
Merchandising Revenue

Generating revenue in today's video streaming marketplace offers a host of modern options readily available.

Offer Management such as: Bundles, Coupons, Happy Hours, Loyalty Programs, and All You Can Eat (i.e. Watch) are at your fingertips with our massive built-in merchandising engine (see last page)!

And There's More! Adrenalin Also Supports:

- OTT, QAM/HFC, and IPTV
- Linear, Time-shifted TV, network DVR (nDVR)
- EPG Management/Publishing
- Subscriber Entitlements
- Virtual Storage Quotas in nDVR
- VOD, FVOD, SVOD, TVOD, D2G/D2O, EST, AVOD
- Content Access
- Geo-location Based Restriction
- Device Type Restrictions
- Multi-Language, Multi-Currency and Multi-Region Support
- Localized EPG & VOD Catalogs
- Smart Nodes/Dynamic Folder Content

Why SeaChange Adrenalin?

Second Screen and Interactivity

Viewers expect a unique and high-quality living room and mobile OTT experience from their content providers. From second screen searching, content recommendations, a branded look, and more, Adrenalin delivers that experience.

Video Management, Monetization, and Marketing

The way video content is managed, monetized, and marketed is pivotal to your business' revenue stream. Our solution places content in the best categories, makes them searchable, pushes them to the right viewers, attaches the right advertisements for the right audience, and offers variable pricing on premium content, and more.

Device & Household Management

With personal profiles, watch lists, favorite channels, parental controls, network DVR, and self-care tools, your subscribers will have all the personalization they could want. Furthermore, monetization is increased due to upselling of services and offering of premium content.

Deployment Options

No other back-end platform offers as broad a range of deployment options as we do. Whether you require SaaS proprietary servers, or cloud-based hosting we provide and maintain any option you choose.

Time-Shifted TV

Video content when your users want it, not when it is dictated by outmoded broadcast models. That is the promise of OTT content delivery. We offer the power to: Live Skip and Start Over (currently airing content), Catchup (on previously aired content), Network DVR for convenient viewing at a later time, or Download On-the-Go for offline viewing.

Analytics

Our analytics tools will give you all the information you require from the highest-levels to the granular to make the best management decisions for your content.

Video Streaming: Live and Pre-Recorded

Quality, Security, and Flexibility are the core tenets that our video streaming technology is built upon. From HD Streaming to Adaptive Bit Rate (ABR), you can rest assured that your viewers are getting the highest quality video available. With DRM and Tokenized URLs you never have to worry about unauthorized access/copying of your content. And with our many relationships with CDNs such as Akamai and Amazon, you will have the flexibility to deliver content at competitive prices. Finally, we offer the full spectrum of Live Video broadcast options and back-end solutions to seamlessly integrate with your network infrastructure.

Discovery and Search

From OTT Search, Discovery Tools, Notifications, to Recommendations, and more, users can search for any type of content to find exactly what they want, when they want it.

The power behind the best end-user viewing experience is at your command. One solution: whether your content goes over linear cable or OTT. Your video content will reap these benefits:

» **Open:** Video APIs allow hundreds of applications to interoperate with our system to create a truly tailored platform and seamlessly integrate with your existing network.

» **Secure:** Our security tools vigorously defend against illegal copying of exclusive content—especially from unauthorized viewers. And with 3PP DRM, your premium content will be under your control.

» **Mobile:** From device detection to HTML5, our Adrenalin solution reaches everywhere—at home, and on-the-go. And with our Mobile SDK, you can extend further the mobile capabilities.

» **Customizable:** From multiple screens, endless merchandising options, APIs & SDKs for extensible possibilities, to mobile device skins, you make it the way you want it.

SeaChange Adrenalin Offers Endless Merchandising Options!

Offer Management with merchandising packages is one of the best features of Adrenalin, and gives you the widest possible ROI opportunities for your network. Here is a quick look at each package:

HAPPY HOUR PROMOTION

Happy Hours are not just something you'd find in a local tavern, they exist for all kinds of operations. Adrenalin provides you with the ability to create special discounts for specific or all assets, marketing to specific or all users during a selected time period.

FREE MOVIE PROMOTION

Offering Free Movies or TV Shows is a great incentive to generate subscriber interest and ROI potential. An asset can be set for free unrestricted access during a specific time period. This time-tested promotional strategy is both effective and easy to setup with our robust solution.

DISCOUNT PROMOTION

Like Happy Hours movies can be discounted for a selected time period. However, original viewing fees are not changed after the period expires. This is still a great strategy to generate new interest in content that otherwise would be passed over by an end-user.

FIXED-PRICE PROMOTION

Again, just like Happy Hours this promotion discounts the cost of a movie; however, unlike the Discount Promotion, a new fixed cost for content viewing is established. This works best for generating renewed interest in older content that now sees less traffic.

LOYALTY PROMOTION

There is a Loyalty Promotion in every sector from Retail to Financial, so why not utilize this time-honored marketing strategy here? Like a Rewards Card, this promotion rewards subscribers with free or discounted content when they've reach specified purchasing goals. This helps to build long-term brand loyalty.

COUPONS

Coupons are a staple of best business practices. With our platform, there is no limit to the types of coupons you can grant to users for discounts on movies or rebates. The value here is that this helps to reduce churn.

BUNDLED OFFER

Whether renting two movies for the price of one, or the buy one get one at half price model, you have the power to build whatever bundled offers you can think of. This works best with associated content such as the same actor, director, or next in the series for movies and shows, which helps move more merchandise.

DIFFERENTIATED RENTAL OFFERING

This added merchandising option allows users/subscribers to view additional buying options when deciding on which video to rent or purchase. Whether an end-user wants to rent/watch their content immediately, or buy in whatever format they choose (SD, HD, 4K) for later viewing, all options are on the table. Offering the viewer a plethora of options helps to ensure that they continue to subscribe.