

## SEACHANGE EXPANDS RELATIONSHIP WITH ENVIVIO



SeaChange International, a company known for being an advertising leader, has recently expanded its relationship with Envivio as a means of offering SeaChange's Infusion, which is an advanced platform for advertising. Envivio encoders will work with the leading advertisers to provide some of the best options for multi-screen operators and video that will be viewed on an assortment of Apple devices by millions of viewers. The Infusion platform helps to target certain audiences with targeted advertisements and insert these advertisements into video streams. With Infusion, video operators are able to manage ad operations as well as the channels. Infusion also helps operators determine whether the external ad systems are sourced for forced placement along with helping to build opportunities for cross-platform campaigns. The Envivio encoding solutions can help to deliver some high quality broadcasts for television and on the internet. The Envivio's 4Caster multi-screen platform is able to support an assortment of functions. Some of these functions include encoding, encryptions, packaging, publishing, and even ad insertion. AseemBakshi, the General Manager of Advertising at SeaChange, has said, "Our open Infusion platform is providing the flexibility for operators to work quickly with the widest range of video formats and devices in their monetization strategies." He also says, "SeaChange has been collaborating with Envivio to help operators establish advanced video services and we're pleased to now extend integrated HLS encoding to our advertising customers." On the other hand, Kevin O'Keefe, a chief operating officer for Envivio, has said, "SeaChange is one of Envivio's strategic partners, and together we provide an integrated solution for advanced advertising that helps operators make multi-screen services more profitable." O'Keefe also says, "At Envivio, we are focused on continuous innovation and working closely with other industry leaders like SeaChange to introduce game-changing technologies for our customers." Envivio is a company that is known for being a leader with encoding and encryption among various other tasks. The company creates solutions that are far more complex than the traditional television solutions. By doing so, the company is increasing the quality of video content which is much more enjoyable for all of the people who are viewing video content, regardless of the device. Some of the customers of Envivio include top mobile operators, broadband providers, and cable operators. The company is actually headquartered in San Francisco, California but also has an assortment of offices in different areas around the world. Some of these areas include China, France, and Singapore. In the meantime, SeaChange International is a leader of multi-screen video. The company provides solutions that have actually won awards in the past. The company provide services for advertising, in-home devices, cable operators, and much more. The company is headquartered in Acton, Massachusetts.

<https://blog.granted.com/>