



Press release



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SGT/Vivesta- VOD Solutions for On Demand Group

Champs sur Marne, France, October 21st 2011 - SGT/Vivesta today announced the signing of a major contract with On Demand Group (ODG), providing VOD Scheduling and Management software solutions.

Based in London, ODG is the world's leading video on demand specialist, managing services including content acquisition and aggregation, marketing and programming, content processing, software services and on screen promotion, to over 10 million households with set top boxes, and providing mobile video services that reach over 100 million subscribers.

The MediaFlow software provided by SGT/Vivesta will enable ODG to streamline their operations and continue their expansion and success in the global video-on-demand marketplace.

MediaFlow is part of a portfolio of solutions available from SGT/Vivesta, aimed at production and management of video content for publication across multiple platforms.

Andrew Bolton of ODG said: "With the introduction of this SGT/Vivesta solution into our operations we will be able to continue to increase our content output at an unprecedented rate. MediaFlow gives us the ability to manage the complexity and breadth of our content rights across multiple services, territories and end user devices."

SGT/Vivesta is an international provider of solutions for media content owners and



distributors, including content, automation and business management systems for television, VOD providers, mobile and cable companies.

About SGT:

With 20 years of experience in broadcasting, SGT is a leading global software vendor providing innovative solutions for the broadcast and media industries. More than 300 TV channels worldwide use SGT's award-winning software suite, VEDA™, such as Arte, BeTV (Belgium), Canal +, EPTV (Algeria), Eurosport, France Télévisions, M6, ProfMedia (Russia), RTBF (Belgium), RTL, SBS (Netherlands), SWR (Germany), TF1, TSR (Switzerland), TV5 Monde. The solution based on a service-oriented architecture (SOA) features high flexibility and modularity offering seamless integration into each client's environment. The company was founded in 1990 in France.

SGT is part of Imagination Group.

For more information visit SGT's website at www.sgt.eu

About Vivesta:

Vivesta delivers comprehensive workflow based media solutions for TV, VOD, IPTV and mobile TV services. Its flagship product, MediaFlow, combines Media Management, Channel management, Linear and non-linear Publishing in a single solution enabling customers to maximize the potential of their asset catalogue on multiple outlets.

Vivesta serves customers from broadcasting facility companies, national broadcasters and cable companies up to publishers with the ambition to explore the possibilities of content distribution. Our customers include among others, Endemol, Jetix (Disney), KPN, MTV, Reed Business Information, RTL, Technicolor and VRT.

Vivesta is part of Imagination Group.

More information at www.vivesta.com

About On Demand Group:

On Demand Group develops and manages the on-demand businesses of a growing roster of market-leading service providers including Virgin Media in the UK, SFR Neuf in France, OTE in Greece, TTNET in Turkey, du in Dubai, SBB in Serbia and Slovenia, and mobile video TV SVOD services for Three in the U.K., 3 Italia, and Vodacom in South Africa. The On Demand Deutschland joint venture specializes in service to German-speaking countries and currently supports Telekom Austria, KabelBW, Unity Media and others. On Demand Group's service and technology suite, including the VZ and Adrenalin content management platforms, is engaged in whole or in part by the service providers who are today proliferating high-quality streamed video to millions of cable, IPTV and mobile subscribers. The company produces and processes movies, programmes and promotions in English, French, German, Greek, Turkish, Italian, Spanish, Portuguese, Arabic, Serbian and Slovenian. On Demand Group is a subsidiary of multi-screen video software leader SeaChange International (NASDAQ: SEAC). Visit www.ondemand.co.uk