

# cContent™

Open, Automated, and Centralized Content and Metadata Management System

SeaChange cContent is a highly scalable and flexible content and metadata workflow engine, for content targeting a variety of networks and devices. As the first step towards enabling a highly engaging and personalized video viewing experience, cContent is designed to reduce the complexity and operational costs associated with the resource intense overhead, and highly complex multi-screen digital content management distribution models. The robust and open architecture of cContent makes it easy to ingest different content formats, work with the business rules associated with them, and integrate seamlessly into many third-party content processing and back-office systems. The software-based solution centralizes and automates the management of video-on-demand (VOD) and advertising content, serving multiple content providers from one single platform, and maximizes revenue potential.

## Many Benefits All in One Place!

### High Productivity Workflow

Streamline and automate the resource-intensive processing of both VOD and linear content and metadata assets with a powerful, yet easy to use rules-based workflow engine, to gain both operational efficiencies and lower operational costs.

cContent allows you to flexibly define and control the rules for metadata (validation, modification, enrichment), processing, distribution, and priority for setting up the workflows.

### Easy Web/Mobile Access

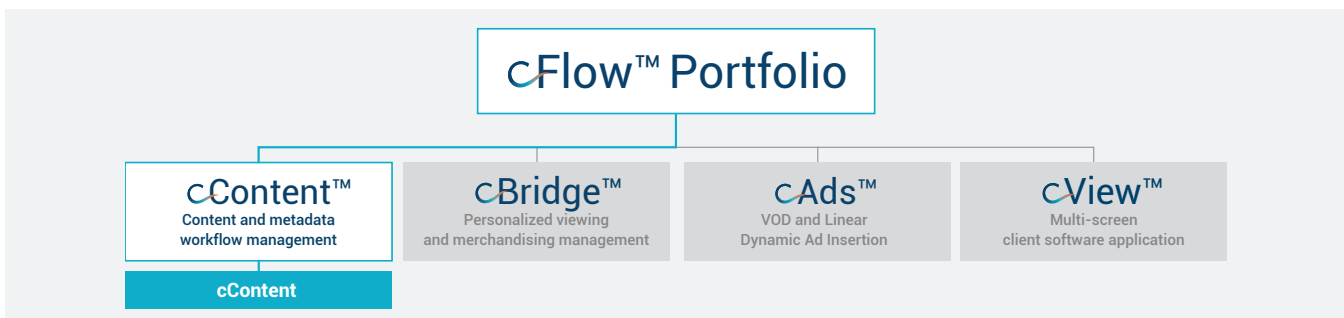
Powered by an intuitive and highly responsive graphical workflow and rule setup, you can leverage the latest user interface (UI) technology to effectively manage your video content via web browser and mobile accessible management interfaces.

cContent is both platform agnostic and robust enough to meet all your needs anytime, anywhere.

### Auto-Metadata Enrichment

Automate the process of integrating external data sources to further enrich the metadata of video assets you want to deliver, and monetize your content across a variety of networks and devices.

cContent enables you to deliver a high-quality and personalized user experience.



## Why SeaChange cContent?

### Highly Scalable and Built for Performance

When you need fast searches and immediate feedback cContent has you covered. Our content management solution is intensely robust. From dynamic access control, >10M titles of metadata, to reporting and security, this system scales up to your needs and more.

### Integrated Data Model

Data management is at the heart of the cContent system. Searches, business rules, metadata, categories, processing content, version control, and VOD support are all handled with care and precision.

### Management Console

With our advanced UI, users are able to create workflows and searches based on business rules. This also allows content managers to generate reports and collaborate with other users. All of this is accessible through a number of platforms from PCs to mobile devices, while maintaining strict access controls.

### Tenant and User Management

From defining roles, assigning permissions, generating logs, to creating ToDo lists, cContent handles it all.

### Comprehensive Search

Search on any metadata parameter with laser-like precision and export the data to your favorite file format.

### Metadata Merging and Editing

cContent provides its users with a powerful suite of content metadata editing tools, which enables you to enhance the quality-level of metadata. This in turn, boosts content

discovery and recommendation engine's performance, resulting in superior user experience and reduced customer churn.

### Metadata Workflow

Industry insiders all agree that metadata is the oil that greases the content distribution engines of CMSs. cContent allows content admins to work with metadata in virtually every conceivable way from rule-based, thumbnails, industry standard formats, to automatic distribution to channel partners, and more!

### Content Workflow

Workflows for content are made easy with integrated robust tools for both automated and manual operations and interventions. Furthermore, cContent allows admins to set priorities and rule-based assignments for users to ingest titles.

### Navigation Management

Enhance the navigation experience on client devices by assigning content to categories, which allow end-users to quickly and easily find the right content.

### Merchandising Management

With SeaChange Adrenalin back-office support, users can increase revenue from a plethora of streams such as games, subscriptions, apps, and more!

### Cloud Deployable

Private Cloud, Hybrid Cloud, and Virtualization deployments are all possible with cContent. Major benefits include: minimized costs and high-availability.

**When your content matters most, you need the most powerful media and metadata workflow management system with the most powerful features. SeaChange cContent is:**

- » **Open:** Implemented with Java: open sources and industry standard formats
- » **Extensible:** Supports pluggable interfaces for content ingest, processing, enrichment, and distribution
- » **Flexible:** Flexible Metadata rules, processing rules, distribution rules, and priority rules for setting up the workflow
- » **Scalable:** Supports large content libraries, >10M titles
- » **Reliable:** High availability with no single point of failure