



April 14, 2026

Re: AMAGI/SE/2026-27/8

**BSE Limited**

Phiroze Jeejeebhoy Towers,  
Dalal Street, Fort,  
Mumbai – 400001, Maharashtra  
**Scrip Code – 544679**

**National Stock Exchange of India Limited**

Exchange Plaza, C-1, Block G,  
Bandra Kurla Complex, Bandra (E),  
Mumbai – 400051, Maharashtra  
**Symbol – AMAGI**

Dear Sir/Madam,

**Subject: Press Release – April 14, 2026.**

Please see enclosed the Press Release dated April 14, 2026 titled “*Amagi Launches Intelligent Advertising and Stream Event Management System to Maximise FAST Revenue*”.

This disclosure is made pursuant to the requirements under Regulation 30 read with Schedule III of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

The Press Release is also being hosted on the Company’s website at <https://www.amagi.com/investors/notifications>.

We request you to please take the same on record.

Thanking you.

For and on behalf of **Amagi Media Labs Limited**

**Sridhar Muthukrishnan**

Company Secretary and Compliance Officer  
Membership No.: F9606

*Encl.: As above*



**Amagi Media Labs Limited**

(formerly known as “Amagi Media Labs Private Limited”)  
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# Amagi Launches Intelligent Advertising and Stream Event Management System to Maximise FAST Revenue

*AdFlow Orchestrator, a POIS-based tool, automatically restructures broadcast ad breaks for FAST and CTV compliance — on show at NAB 2026*

**NEW YORK — April 14, 2026** — Amagi, the agentic industry cloud platform for unified broadcast, streaming, and monetization, today announced the launch of **AdFlow Orchestrator**, a Placement Opportunity Information Service (POIS)-based tool. As broadcasters scale their presence on Free Ad-supported Streaming TV (FAST), a structural mismatch between traditional broadcast and streaming requirements is preventing them from reaching their full monetization potential in FAST. While linear TV feeds routinely carry 4–8 minute ad pods, FAST platforms often reject these "long-form" breaks, leading to chronic ad server timeouts and plummeted fill rates. Amagi's AdFlow Orchestrator bridges this gap.

Built on the SCTE 130-5 Placement Opportunity Information Service (POIS) standard—the established industry framework for applying business logic to ad placement signals—AdFlow Orchestrator sits adjacent to the video supply chain to automatically condition and restructure SCTE-35 ad markers for each distribution partner. By aligning broadcast signals with streaming platform requirements, AdFlow Orchestrator ensures that every ad opportunity is valid, reachable, and optimized for maximum yield.

"The FAST landscape has matured, but revenue is often lost because Linear TV breaks aren't natively built for the streaming ecosystem," said **Srinivasan KA, Co-founder and President - Global Business**, Amagi. "AdFlow Orchestrator isn't a workaround; it's the right architecture, deployed where the problem actually lives. By automating the transition to compliant streaming breaks, we are not only seeing a direct impact on fill rates and a significant reduction in ad server time-outs — we're also delivering the seamless viewer experience that streaming platforms demand."

## **Core Functionality of AdFlow Orchestrator:**

- **Automated Pod Splitting:** Restructures broadcast-length breaks into shorter, platform-compliant pods to prevent feed rejections.
- **Dynamic Slate Replacement:** Replaces static "Will Be Back" slates and channel ads with curated interstitial video, maintaining viewer engagement and preventing drop-offs.
- **Metadata Enrichment:** Infuses ad signals with EPG data, which is associated with CPM uplifts of up to 20%.
- **Advanced Stream Event Control:** Includes input switching for blackout scenarios or alternate content playback triggered by specific stream events.

## **Impact in Practice: Scaled Deployment Across 50+ Channels**

Currently deployed across 50+ channels, it gives content partners the flexibility to meet the strictest streaming platform requirements, cost-effectively and without disrupting their existing workflows. Following implementation, these partners saw a material improvement in overall monetization within weeks of deployment.

“As our FAST footprint grew, we faced increasing challenges in adapting our break structures to meet varying platform standards, which led to delivery inefficiencies and suppressed fill rates. Amagi’s tool automated this process seamlessly, enabling platform-specific ad break optimization without requiring changes to our core playout workflow. The impact on our monetization was noticeable almost immediately.” — **Gonçalo Madeira, Chief Technology Officer, FUEL TV**

## **Availability & NAB Show 2026**

AdFlow Orchestrator is **available now** and is designed for wide interoperability with leading transcoding, packaging, and CDN infrastructure. It can be deployed as a standalone solution or integrated into existing Amagi workflows.

Experience Amagi **AdFlow Orchestrator** in action at NAB Show 2026, Booth #W2331.

## **About Amagi**

Founded in 2008, Amagi Media Labs Limited ([www.amagi.com](http://www.amagi.com)) is a cloud-native SaaS platform serving the global media and entertainment industry. Amagi enables media companies to launch, manage, distribute, and monetize live, linear, and on-demand content across cable, OTT, and FAST platforms without investing in traditional broadcast infrastructure. Its diversified platform, which includes Streaming Unification, Monetization & Marketplace, and Cloud Modernization, allows media companies to run end-to-end content operations, get comprehensive distribution reach, and offer monetization capabilities across streaming-led environments. Amagi is one of the few players in the media technology space that offers end-to-end, AI-enabled solutions across the video value chain. Amagi manages 9,000+ channel deliveries across 300+ distributors in 40+ countries, helping media companies build audience value using its cloud-native platform.