



May 05, 2026

Re: AMAGI/SE/2026-27/14

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 – May 05, 2026.

Please see enclosed the Press Release dated May 05, 2026 titled “*Amagi Unlocks New Opportunities for CTV Performance with In-Content Ads Marketplace*”.

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”)

CIN: L73100KA2008PLC045144

Registered office: Raj Alkaa Park, Sy. No. 29/3 & 32/2,
4th Floor, Kalena Agrahara Village, Begur Hobli,
Bengaluru - 560076 Karnataka

P: +91 80 4663 4444 | E: info@amagi.com | W: www.amagi.com

Amagi Unlocks New Opportunities for CTV Performance with In-Content Ads Marketplace

Programmatic expansion brings ad innovation directly to advertisers at scale

NEW YORK, May 5, 2026 - Amagi, the agentic industry cloud platform for unified broadcast, streaming, and monetization, today announced the availability of its [In-Content Ads](#) offering via Amagi's ADS PLUS marketplace. This strategic expansion is focused on unlocking incremental impact for advertisers beyond the traditional ad pod, at programmatic scale. The new marketplace offering launches with immediate availability across hundreds of streaming channels, including premium news, sports, and entertainment content.

Powered by **THUNDERSTORM, Amagi's server-side ad insertion (SSAI) and dynamic ad stitching platform**, Amagi In-Content Ads have been successfully deployed across premium streaming environments for more than a year. This latest expansion marks the next phase of the offering, designed specifically to streamline programmatic access for advertisers via Amagi ADS PLUS.

The solution connects advertisers to unique ad formats stitched directly into linear video content in real-time. This alignment can significantly boost overall campaign results, while the breadth of Amagi's technology footprint enables seamless activation across the streaming ecosystem. Available ad formats at launch include overlays, squeezebacks, and picture-in-picture (PIP) ads. These high impact formats provide advertisers with powerful options to boost performance in tandem with existing mid-roll campaigns. Content owners and streaming platforms can benefit by growing ad revenue without increasing pod length or interrupting the viewer experience.

"Today's dynamic CTV advertising marketplace demands innovation that delivers results at scale," said **Srinivasan KA, Co-founder and President-Global Business, Amagi**. "By building upon our proven platform technology and ecosystem connections, our new In-Content Ads Marketplace enables advertisers and content owners to unlock more value from streaming audiences while preserving the viewer experience."

The expansion is backed by participation from a number of innovative ad platforms and advertisers including Olyzon, the agentic decisioning layer for CTV. In a recent collaboration with a leading European luxury fashion house, Olyzon reported that Amagi's In-Content Ad formats delivered a +2.9% lift in brand desirability and a +2.1 point increase in brand awareness. This case study underscores the power of content alignment in achieving superior campaign performance.

"The L-Band format proved highly effective in driving brand awareness, thanks to its strong visibility and seamless, non-intrusive integration within content," said **Jules Minvielle, CEO of Olyzon**. "Its placement within premium content environments offered by Amagi, particularly well-suited to luxury brands, enhances message impact while preserving brand image and exclusivity."

The marketplace also continues to gain traction across a growing network of premium platforms and content partners including Plex, TCL, Telus, Banijay, Racer Select, and OTT Studios. By leveraging its cloud-native streaming solution and global partner ecosystem, Amagi remains focused on enhancing ad formats and expanding the breadth of channels available for programmatic in-content advertising.

About Amagi

Founded in 2008, Amagi Media Labs Limited (www.amagi.com) is an agentic industry cloud 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.

Forward-Looking Statements

This press release contains statements that may constitute "forward-looking statements" within the meaning of applicable securities laws and regulations, including the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended. These statements relate to, among other things, the anticipated benefits of the partnership, product capabilities, market opportunities, and future business prospects. Forward-looking statements are based on current expectations, assumptions, and projections and are subject to inherent risks, uncertainties, and other factors that could cause actual results or outcomes to differ materially from those expressed or implied

in such statements. Amagi Media Labs Limited undertakes no obligation to publicly update or revise any forward-looking statements, whether as a result of new information, future events, or otherwise, except as required under applicable law.