



March 12, 2026

Re: AMAGI/SE/2025-26/19

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 – March 12, 2026.

Please see enclosed the Press Release dated March 12, 2026 titled “*Amagi Report Finds Applied AI Moving Into Core Media Workflows; FAST Viewing Rises 21%*”.

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

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Press Release by Amagi Media Labs Limited

Amagi Report Finds Applied AI Moving Into Core Media Workflows; FAST Viewing Rises 21%

March 2026 Airtime Report from Amagi highlights applied AI adoption across media workflows and sustained global FAST momentum

NEW YORK — March 12, 2026 — Applied AI is accelerating across media operations, while Global FAST (Free Ad-supported Streaming TV) viewership and ad monetization continued their double-digit growth in Q4 2025, according to the March 2026 edition of the Amagi Airtime Report: Special Edition – AI in Media Operations.

The report finds that global Hours of Viewing (HOV) across FAST grew 21% year-over-year in Q4 2025, while ad impressions rose 27% during the same period. The analysis is based on approximately 4,200 FAST channel deliveries distributed via Amagi's THUNDERSTORM server-side ad insertion (SSAI) platform. (Overall, Amagi manages 9,000+ channel deliveries as indicated in the FY2025-26 Q3 earnings call).

While FAST continues to scale globally, the report's central theme focuses on the accelerating adoption of applied AI across media operations. Based on a survey of 50 broadcast and streaming leaders evaluating 20 end-to-end content operations tasks, respondents identified the strongest AI impact potential in high-volume, information-driven workflows such as metadata enrichment, context tagging, subtitling and translation, and social content publishing. The report features exclusive conversations with Brian Briskman, Co-Founder and Consultant at Likewise Media Consultants, and Cam Price, Co-Founder of LeadStory.

"The industry is entering a phase where AI is no longer just about experimentation — it's about embedding intelligence directly into operational workflows," said **Srinivasan KA, Co-founder and President - Global Business**. "Media companies that integrate applied AI across ingest, localization, scheduling, and monetization will unlock meaningful gains in speed, efficiency, and scalability."

The report emphasizes that AI's greatest value emerges when it moves beyond isolated tools and becomes native to content workflows — dynamically flagging QC exceptions, triggering localization, resolving rights compliance, and identifying monetization opportunities in real time.

According to the report, FAST maintained growth across all major regions in Q4 2025 compared to Q4 2024.

- **LATAM:** 66% HOV growth; 77% ad impression growth
- **APAC:** 23% HOV growth; 43% ad impression growth
- **EMEA:** 22% HOV growth; 43% ad impression growth
- **U.S. & Canada:** 17% HOV growth; 22% ad impression growth

The U.S. & Canada continue to account for the largest share of global FAST HOV and ad impressions, though international markets are steadily gaining share. Genre trends remained consistent, with Entertainment and News ranking as the top two categories globally. New channels launched after December 2024 contributed 18% of global HOV and 16% of global ad impressions in the quarter, underscoring continued platform expansion and content diversification.

The report concludes that applied AI may represent the next structural shift in media operations — potentially as transformative as streaming was to distribution.

The full March 2026 Airtime Report, including the complete “AI in Media Operations” survey results and detailed regional FAST viewership breakdowns is available at: <https://www.amagi.com/resources/fast-report>

About Amagi

Founded in 2008, Amagi Media Labs Limited (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 with the aim of 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.