



amagi

We are the pioneers in cloud solutions for TV and OTT, and the industry leader in FAST solutions

NEW YORK
TORONTO
LONDON
PARIS
SINGAPORE
NEW DELHI
BANGALORE

100+

Platforms

2000+

Channels

25 Bn

Ad Opportunities

40+

Countries

500

FTEs

We help distribute live, linear and VOD programming to any platform



Bring your own license | Software as a service | Managed service



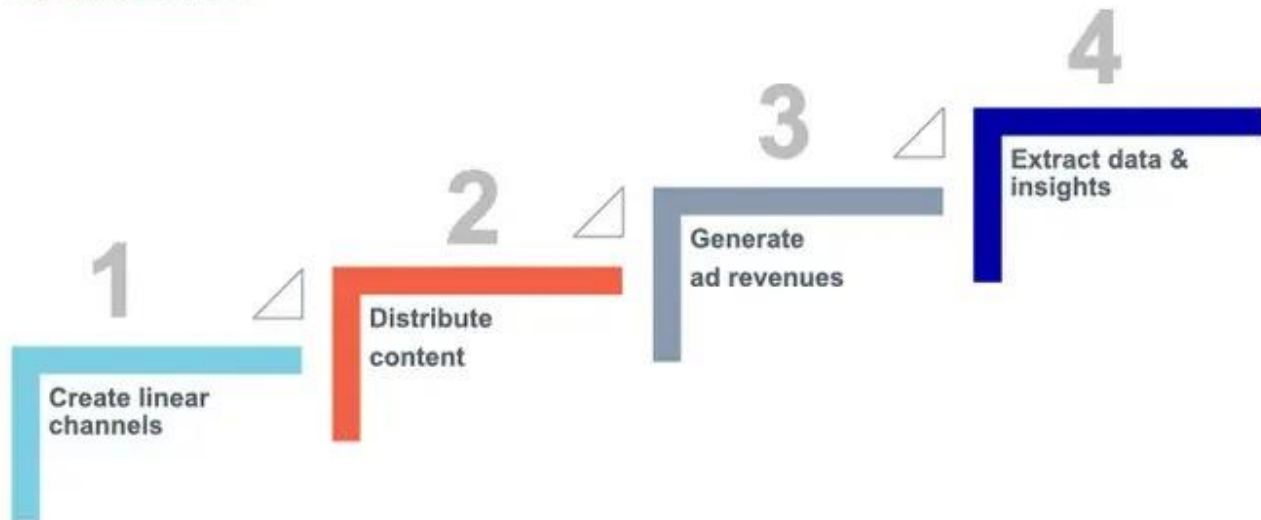
aws marketplace



Google Cloud

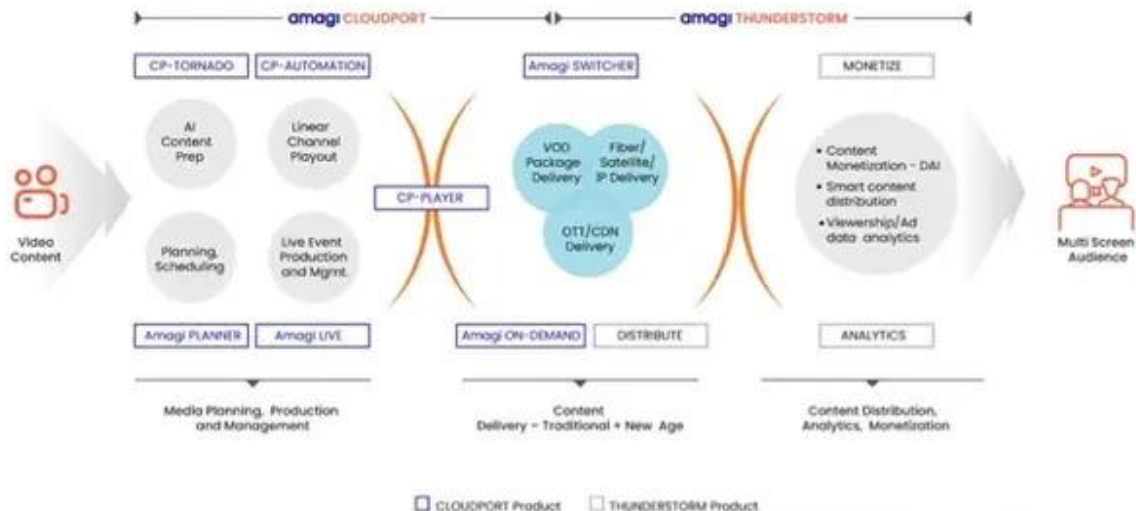
Our value proposition

Fully managed services



We serve the full spectrum of the value chain

Our product portfolio solves your end-to-end content creation, distribution & monetization needs



How we help our three core segments



Broadcaster networks

- Channel origination using a simple, unified web browser
- Live broadcast with rich graphics
- Opt-out feeds to suit regional preferences & rights requirements
- Global distribution and reach across TV & OTT audiences



Content owners

- Create & distribute linear TV channels to OTT platforms
- Manage live & VOD content
- Monetize through dynamic ad insertion (DAI)
- Reach over 200 million households through FAST platforms
- Access 25+ billion ad opportunities



Streaming TV platforms

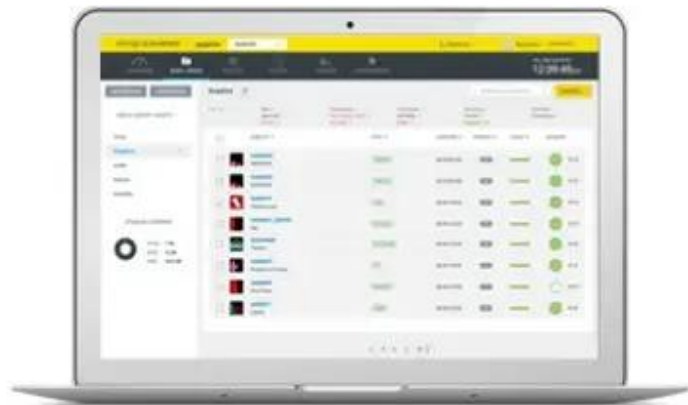
- Add third party channels
- Create O&O channels using a simple web platform
- DAI integration for monetization
- Technical integration with platforms using versatile connectors
- Deliver to D2C apps & CTV

Access our unmatched FAST platform network in the world



Amagi CLOUDPORT

World's most advanced Cloud-based channel automation & playout platform for linear TV and OTT channels



Features

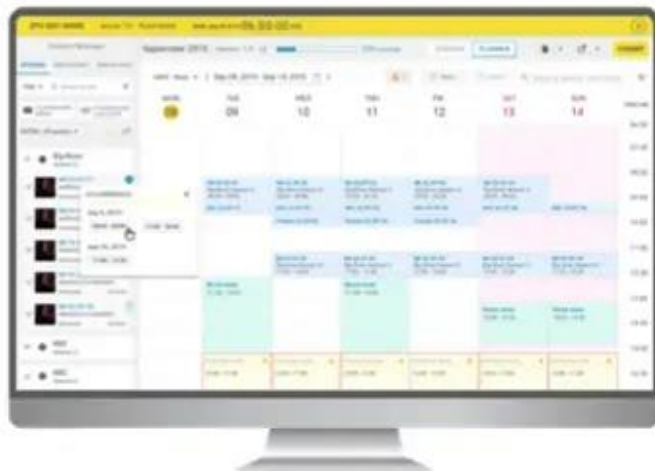
- Multichannel playout of live, near-live and library content
- Template based Advanced dynamic graphics
- Advanced scheduling
- Deployable on premise, cloud or at the edge
- Supports SD/HD/4K UHD
- Support for closed captions, SCTE-35

Benefits

- Quickly create high quality, feature-rich channels
- Easy & automated content ingest
- High reliability & scalability

Amagi PLANNER

Making scheduling simpler & quicker



Features

- Content planning: monthly calendar view
- Automatic break insertion
- Promos/fillers
- Automated TV series scheduling
- Repeat content wheels
- Seamlessly integrated with Amagi CLOUDPORT

Benefits

- Schedule in minutes not hours
- Simplify efforts by creating media repetition patterns
- Enjoy cost advantage not available with traditional, complex scheduling solutions

Amagi LIVE

True-cloud-based broadcast grade live sports/news orchestration platform with ganged controls



Features

- Multi-source, multi-protocol ingest
- Low latency
- Frame-accurate live controls – dynamic breaks, graphics etc.
- Ganged control
- Automated Live to VOD

Benefits

- Cost-effective live processing with fewer resources
- Centralized control of multiple events
- Exponentially increases depth and breadth of live coverage

Sports automation

Deliver stellar sports viewing experiences

Features

- Live inputs
- Master control
- Dynamic ad management
- Live recording
- SCTE
- Voice-overs and closed captioning
- Regional blackouts
- Late/extended live events handling
- Live graphics
- Low latency design

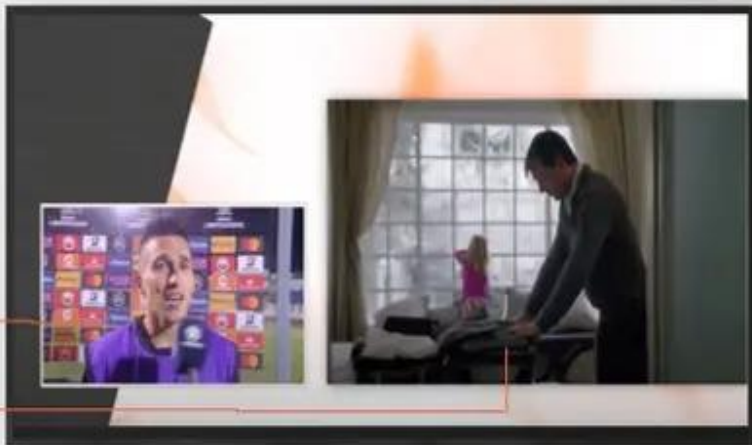


Sports graphics at its best

Flexible, powerful graphics support for cloud based graphic vendors

- Customize
- Localize
- Experiment

Live source
Picture-in-picture
commercials



News automation

Increase your news production efficiencies



- Multiple live source ingest
- News/traffic schedule integration
- News interface – integrations with news rundowns to support live news/clips
- Breaking news support
- Automatic live recording and playback
- Hub-and-spoke/centralized operations
- SCTE automation
- Live news tickers/lower thirds for breaking news
- Weather, time widgets
- Wall-clock time sync for live news shows

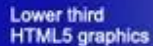
TEGNA



yahoo!
finance



News graphics at its best



HTML5 based
dynamic graphics

Live weather updates from RSS



Channel bug

Live clock widget

Amagi ON-DEMAND

Cloud-based orchestration platform to seamlessly manage an entire VOD asset processing workflow – from content ingest to delivering VOD assets for a multitude of OTT and vMVPD platforms



Features

- Simple user-interface, integrated workflow engine for hot deployment
- End-to-end control over the ingest pipe
- Integrates with CLOUDPORT and other platforms
- Supports industry-standard feed formats
- Transcoding capabilities for multiple output formats
- High speed delivery mechanism

Benefits

- Real-time alerts for bird's-eye view over multiple VOD workflows
- Easy to use dashboard with access to all VOD workflow metrics
- Automated reporting on health of asset ingest and delivery to platforms

Amagi THUNDERSTORM OTT DAI Service

Fully managed ad-monetization-as-a-service with 24x7 monitoring to monetize live, linear and VOD content



Features

- Server-Side Ad Insertion (SSAI) with deep integration with platforms
- ML-based mid-roll ad-point detection
- Automated monitoring alerts & system dashboard
- Integrated Ad server + Ad router
- Support for a wide range of devices
- Real-time analytics & reporting

Benefits

- Access 25+ billion ad opportunities and monetize at scale
- Provide broadcast-grade quality viewer experience
- Handle multi-million concurrency
- Leverage in-depth data & insights

Support for new ad formats

Deliver unintrusive, meaningful viewing experiences

Dynamic brand insertion (DBI)



**Brand
insertion**

2D ads composited into the scene for natural look & feel



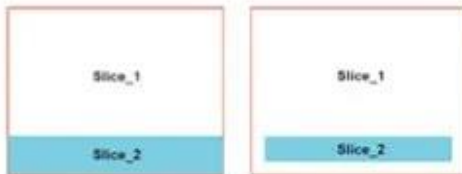
**Product
insertion**

3D products composited into the scene for natural look & feel

Contextual targeting

- Seamless onboarding of video data for contextual targeting across CTV
- Content providers can realize the full value of their assets

Graphic overlay ads



Static or graphic ads in the lower third delivered intuitively based on the video content

Amagi ANALYTICS

Comprehensive viewership and ad analytics to bolster your content & ad strategy



Features

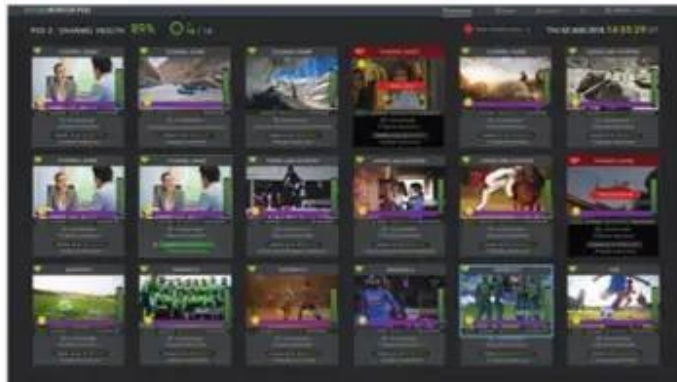
- Access metrics for any region, device, channel, content asset, and time zone
- Get live data on concurrent users on a CCU graph
- Generate key reports for viewership and advertisement operations

Benefits

- Gain foresight into monetization strategies, revenue planning, viewership patterns & channel programming

Amagi managed services platform

Fully managed services with 24x7 tech support



Cloud smart video pods for monitoring

Features

- 24x7 on-call support & monitoring
- Ingest/delivery to & from Amagi's cloud availability zones
- Secure PCR controls for triggering breaking news by local station operator
- MCR controls by Amagi operator
- Periodic TX-readiness reporting

Benefits

- Effective, error-free monitoring with the highest SLA
- Enjoy advanced automation and fully transparent operations with web UI access