



July 01, 2026

Re: AMAGI/SE/2026-27/35

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 – July 01, 2026.

Please see enclosed the Press Release dated July 01, 2026 titled “*Amagi Releases June 2026 AIRTIME Report: FAST Viewing Hours Grow 55% YoY as Metadata Friction Escalates*”.

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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PRESS RELEASE

Amagi Releases June 2026 AIRTIME Report: FAST Viewing Hours Grow 55% YoY as Metadata Friction Escalates

Includes analysis by Gavin Bridge from FASTMaster, customer spotlights, and media practitioners' pulse survey

NEW YORK — July 1st, 2026 — Amagi, the agentic industry cloud platform for unified broadcast, streaming, and monetization, today announced the June 2026 edition of its AIRTIME Report, the company's quarterly analysis of global FAST (Free Ad-supported Streaming TV) trends. The report draws on data from approximately 6,500 FAST channel deliveries distributed via Amagi THUNDERSTORM, the company's server-side ad insertion (SSAI) platform, covering the period April 1 – June 15, 2026, compared to the same period in 2025.

Global FAST growth remains robust

Across the channels tracked in this edition, global hours of viewing (HOV) grew 55% year-over-year, while ad impressions increased 53%. The U.S. and Canada remained the largest monetization market, accounting for 54% of global HOV and 74% of global ad impressions. LATAM recorded the strongest regional growth, with HOV up 190% and ad impressions up 124%, supported by Amagi's addition of new high-viewership channels and continued portfolio expansion.

Entertainment remained the leading global genre, contributing 41% of classified HOV and 40% of ad impressions. News accounted for 27% of HOV but delivered 33% of ad impressions, making it one of the strongest monetizing genres. Kids emerged as the highest-growth genre globally, with HOV up 191% and ad impressions up 118% year-over-year.

This edition's theme: the metadata reckoning

The June 2026 AIRTIME Report focuses on the growing operational and commercial cost of poor metadata across the FAST and media value chain. The report includes findings from a focused pulse survey of 28 senior practitioners spanning content owners, channel operators, broadcasters, platforms, ad-side teams, and technology vendors. More than a third of respondents hold executive leadership roles; the remainder lead product, content operations, programming, and ad operations.

Key survey findings include:

- **86%** of respondents said reformatting metadata to meet each platform's different requirements is their single biggest operational drag — the most-agreed statement in the entire survey.

- **86%** said poor metadata is actively costing them money through lost ad revenue, weaker discovery, or platforms deprioritizing their content.
- **71%** said metadata arriving from content owners is incomplete — missing genres, ratings, imagery, or episode data — and that the problem is getting worse.
- **57%** said AI can already generate synopses, tags, and genres reliably enough that human review only needs to be a spot-check.
- **68%** expect AI to handle most metadata generation with minimal human oversight within three years.
- **68%** expect major streaming platforms — rather than content owners — to dictate metadata standards within three years.

The survey also asked where practitioners plan to invest to improve metadata over the next 12 months. Better AI tooling — whether in-house or from vendors — was the single most-cited area, named by 32% of respondents. Building in-house metadata capability followed at 25%.

Guest analysis: Gavin Bridge, Chief Analyst, FASTMaster

This edition features an introduction and key takeaways from Gavin Bridge, Chief Analyst at FASTMaster. Bridge identifies three structural tensions shaping the metadata challenge: the format delivery "tax" — not metadata creation itself — as the dominant source of friction; distributors caught between incomplete supply-side inputs and fragmented platform demand; and a discovery layer increasingly dependent on AI agents that require richly structured metadata to function.

Bridge summarizes the strategic implication for content owners: "The metadata that wins is the kind that can be consumed by agents — human and AI. Bad metadata won't just look wrong in a grid; it'll be invisible to the systems doing the recommending."

Commenting on the report findings, **Srinivasan KA, Co-founder and President - Global Business, Amagi** said, "FAST has earned its place at the centre of the modern media stack. What this report makes clear is that the next competitive edge isn't reach; it's operational precision." He further added, "Metadata is where discovery, ad revenue, and audience intelligence converge, and the industry is only beginning to close the gap between what it knows and what it acts on."

The Amagi AIRTIME Report is a quarterly publication covering FAST channel trends, ad market insights, and media operations analysis. This is the 17th edition of the report. Data in the FAST insights section is sourced from approximately 6,500 channel deliveries distributed via Amagi THUNDERSTORM and is not a universal measure of the FAST industry. Survey findings are directional and based on 28 respondents; they are not statistically representative of the broader industry.

The full report is available at <https://www.amagi.com/resources/fast-report>

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.