



May 12, 2026

Re: AMAGI/SE/2026-27/17

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 12, 2026.

Please see enclosed the Press Release dated May 12, 2026 titled “Amagi CLOUDPORT Sets a New Standard for Modern Cloud Broadcast Workflows with Its Largest Platform Upgrade to Date”.

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 CLOUDPORT Sets a New Standard for Modern Cloud Broadcast Workflows with Its Largest Platform Upgrade to Date

Cloud-native broadcast playout platform delivers breakthrough scale to 100+ concurrent feeds, 99.999% resiliency, ~70% faster playlist publishing, intelligent monitoring and ultra-low-latency workflows — purpose-built for linear TV, FAST, and live event broadcasters.

New York, May 12, 2026 — Amagi, the Emmy® Award-winning media technology company, today announced a landmark advancement to Amagi CLOUDPORT, as part of its broader transformation from a point solution provider to a comprehensive cloud platform for broadcast.

“Over the past year, Amagi has prioritized a fundamental shift in how broadcast infrastructure is designed—moving beyond simple cloud migration to reengineering the core of playout operations,” said **Srinivasan KA, Co-founder and President - Global Business** at Amagi. “The latest set of upgrades directly impacts uptime, control, and scalability for broadcasters operating in high-pressure, always-on environments.”

With 250+ features shipped in FY25-26, the platform now supports 100+ concurrent feeds with 200-player multi-AZ redundancy in a single tenant, enabling large-scale, distributed deployments with consistent performance and built-in resilience.

Proactive Operations with Amagi Monitoring

This upgrade introduces Amagi Monitoring, a proactive monitoring platform purpose-built for CLOUDPORT deployments, designed to anticipate and mitigate operational risks before they impact on-air output.

The tool surfaces missing assets, schedule gaps, ingest failures, audio misconfigurations, and delivery anomalies, while delivering customer-level analytics on playout duration and asset processing. Since late 2025, Amagi Monitoring has helped avert **over 80% of potential disruption scenarios**.

Enterprise-Grade Security Hardening

Security remains foundational to CLOUDPORT, reinforced through continuous platform-wide modernization. The platform has achieved SOC 2 Type II certification for the second consecutive year, ensuring robust controls across infrastructure, access, and data protection.

Resiliency Engineered for Continuous Broadcast

CLOUDPORT is designed for **99.999% availability**, with resiliency embedded across network, infrastructure, and operational layers.

At the network level, support for **SMPTE ST 2022-7** enables hitless protection switching for RTP-based workflows, ensuring uninterrupted playout even in the presence of network failures.

At the infrastructure level, **Active-Active multi-region redundancy** and multi-availability-zone deployments, supported by flexible deployment models, eliminate single points of failure while

allowing broadcasters to align resiliency with operational priorities. The **on-premises Disaster Recovery Box** ensures localized continuity in the event of extended cloud or network outages, with support for up to 72 hours of survivability.

Reimagining Broadcast UX for Dynamic, Operator-Driven Workflows

CLOUDPORT shifts the broadcast paradigm from static control to adaptive, operator-centric workflows, headlined by a ~70% faster playlist publishing via new show-level playlist editing and publishing. The platform introduces a horizontal timeline view for proactive conflict management and consolidates multi-channel operations through a unified interface capable of 16-channel synchronized playout. By offering configurable widgets and streamlined control, CLOUDPORT reduces manual intervention and cognitive load, allowing broadcasters to scale regional and variant feeds with greater agility.

Advancing Playout Performance and Viewer Experience

CLOUDPORT advances the standards of modern broadcasting by integrating ultra-low-latency **JPEG-XS** workflows that reduce transmission lag by up to **1.3 seconds**, a critical leap for live sports and interactive viewing. The platform further elevates the viewer experience with support for **4K HDR 10-bit video** and **Dolby Atmos** audio, ensuring premium, cinematic fidelity across HDR10 and HLG formats. To meet global accessibility needs, CLOUDPORT now features **Google Speech-to-Text V2** for real-time AI captioning and translation, alongside enhanced HTML-triggered graphics automation for precise, production-grade on-air presentation at scale.

Leveraging Cloud Advancements for Cost-Efficient Operations

CLOUDPORT further strengthens its cloud-native foundation through a deeper integration with AWS, leveraging next-generation compute instances and Amazon EKS to drive superior playout performance. By implementing Karpenter-based autoscaling and migrating to GP3 storage, the platform significantly improves resource efficiency and deployment agility. These infrastructure optimizations enable broadcasters to benefit from cloud-native advancements, improving scalability, performance, and deployment agility without introducing architectural complexity.

Availability

These enhancements are available as part of the ongoing CLOUDPORT 4.x release cycle.

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, helping media companies build audience value using its cloud-native platform.