



September 09, 2026

Re: AMAGI/SE/2026-27/65

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 – September 09, 2026.

Please see enclosed the Press Release dated September 09, 2026 titled “IBC 2026: Amagi to Showcase Four AI-Native Innovations Built to Power Media’s Next Growth Curve”.

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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IBC 2026: Amagi to Showcase Four AI-Native Innovations Built to Power Media's Next Growth Curve

Media companies must reach more audiences, in more formats, and in more languages, all with the same team. Amagi's IBC2026 lineup makes that possible.

LONDON, September 9, 2026 — Amagi, the media industry cloud platform for unified broadcast, streaming, and monetization, will showcase four new AI-native capabilities at IBC2026, Hall 5, Stand B91. Each targets a different point in the media value chain, and all four are built on the premise that reaching another audience, format, or language should be possible without requiring another tool, team, or added expense.

Reaching a new audience has historically required exactly that: more tools, more teams, more cost. Every new endpoint has brought its own workflow and its own operational load, so output and effort have risen together. Flat budgets have made that trade-off untenable, which is the problem Amagi built each of these capabilities to solve.

"For a decade, the industry's arithmetic has been unforgiving as revenue grew linearly while operations grew exponentially," said Srinivasan KA, Co-founder and President of Global Business at Amagi. "Agentic AI and cloud-based workflows change both sides of that equation by helping content providers and TV networks get more value from the content they already paid to produce while reducing the cost to run the channels that carry it. That's how media companies keep growing their reach without growing cost."

That shift starts with how content gets made. At IBC2026, Amagi will demonstrate **Amagi Studio**, an agentic capability that brings broadcast-grade live production workflows into the cloud. Currently in pilot with a leading US network, Studio supports 110+ concurrent uncompressed 1080p50 inputs with sub-frame synchronization, ultra-low latency, and native vertical support.

By consolidating switching, audio, graphics, replay, intercom, tally, and monitoring into one environment, Studio eliminates the need for dedicated hardware at the operator station, offering a zero-CAPEX alternative to traditional studio equipment. Teams can set up a production in minutes using natural language, and adapt production workflows for different types of live content without rebuilding them each time. The same production can be delivered simultaneously to broadcast, streaming, and vertical social feeds, with resources scaling up or down on demand.

At IBC2026, Amagi will also unveil **Fanpulse**, extending its agentic storytelling engine to live sports and producing publish-ready stories in under 60 seconds. Rather than simply detecting a key moment, it adds relevant, factual context – a player's 100th career goal, a result that moves a team top of the table – and turns it into a complete story, with audio commentary, on-screen hooks, graphics, and metadata. Editorial personas let the same moment be adapted for different audiences and editorial styles within customer-defined guardrails. The underlying engine debuted as [Amagi Newspulse at NAB 2026](#), where it turned live newscasts into multi-format digital content; Fanpulse extends that same capability to live sports.

Reaching those audiences also means speaking their language. Amagi will preview **integrated localization** within its platform, bringing metadata enrichment, captioning, subtitling, and dubbing into the environment customers already use to manage and distribute content, reducing the need to move content between disconnected vendors.

Rather than standardizing on a single model, Amagi is building an **ecosystem of specialist partners**, so each localization workflow can use the provider best suited to its language, quality bar, and turnaround. This gives customers the ability to reach new markets faster, with far less coordination between vendors, while maintaining version control throughout.

But reaching more audiences, in more formats and languages, also means more that can go wrong across the glass-to-glass video value chain. **Agentic Network Operations**, in production today with Amagi Managed Services, detects, diagnoses, and increasingly resolves broadcast issues before viewers are affected. Built on Amagi Monitoring, it consolidates alerts across Amagi products into a 72-hour lookahead, identifies root cause, recommends a fix, resolves approved issues automatically, and routes complex cases onward with full context. The result: network operations teams can manage more channels per operator, covering a larger footprint without adding headcount.

Together, these four innovations – Studio, Fanpulse, localization, and Agentic Network Operations – reflect Amagi's approach to a single problem: helping media companies grow reach without growing cost or complexity. Amagi will showcase all four at IBC2026, alongside Amagi CLOUDPORT's end-to-end newsroom-to-air automation, live marketplace, just-in-time VOD ad insertion, and unified analytics across its broadcast, streaming, and monetization portfolio. Visit Amagi at Stand 5.B91, RAI Amsterdam, 11–14 September. To book a demonstration, visit <https://www.amagi.com/events/ibc>.

About Amagi

Founded in 2008, Amagi (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 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.