



August 11, 2026

Re: AMAGI/SE/2026-27/45

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 – August 11, 2026.

Please see enclosed the Press Release dated August 11, 2026 titled “TV9 Network and Amagi Expand Partnership to Cover End-to-End CTV/Digital Operations, Distribution, and Monetization”.

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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TV9 Network and Amagi Expand Partnership to Cover End-to-End CTV/Digital Operations, Distribution, and Monetization

TV9 becomes the first network in India to go live with Amagi's AdFlow Orchestrator- a POIS-based advertising solution, driving gains in viewership retention, time spent, and monetization

Bengaluru — August 11th, 2026 — Amagi, the media industry cloud platform for unified broadcast, streaming, and monetization, today announced an expanded partnership with **TV9 Network**, one of India's leading language-differentiated news networks, extending their current relationship to cover the network's entire CTV/Digital media workflow. Under the expanded scope, Amagi will manage TV9's live feeds, handle distribution and partnerships across all Connected TV (CTV) platforms, and drive monetization across the network's channels.

As part of the expanded engagement, TV9 has also become **the first broadcaster in India** to go live with Amagi's AdFlow Orchestrator. Built on the Placement Opportunity Information Service (POIS) standard, the solution is designed to align long-form broadcast ad breaks with the shorter, structured breaks required by FAST and CTV platforms. Since going live, TV9 has reported improvements in viewership retention, growth in time spent, and expanded monetization opportunities across its channels.

Amagi has worked with TV9 for multiple years, initially supporting the network's entry into CTV and FAST platforms. The expanded agreement consolidates feed management, CTV distribution partnerships, and monetization under a single, unified operation, giving TV9 a consistent operational and commercial framework as it scales its presence across connected TV platforms in India and beyond.

"TV9 has been a valued partner for over two years, and this expansion reflects the depth of trust they've placed in Amagi to run the full breadth of their CTV/Digital operations," said **Jay Ganesan, SVP-Sales (APAC), Amagi**. "By bringing feed management, CTV distribution, and monetization under a single, unified operation, we're able to give TV9 a simpler, more efficient way to scale across every platform their audiences are on. Their move to go live with our POIS-based solution as the first broadcaster in India to do so is a strong signal of where the market is heading, and we're proud to be the technology partner helping them lead that shift."

"At TV9 Network, our focus has always been on delivering a seamless and engaging viewing experience. With Amagi's POIS-based ad orchestration solution, we are now able to keep viewers engaged during commercial breaks by serving relevant filler content instead of blank or repetitive screens. This is expected to improve session duration, increase viewer stickiness, and create additional opportunities for monetization through higher ad impressions. As we continue to innovate across Connected TV, we value Amagi as a trusted long-term technology partner in helping us deliver a superior viewing experience while unlocking new revenue opportunities" said **Hemant Sajjani, CTO-Digital, TV9 Network**.

The expanded partnership underscores Amagi's continued momentum in India's broadcast and FAST ecosystem, as domestic networks accelerate their shift toward cloud-native operations and CTV-led monetization models.

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 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.

About TV9 Network

Promoted by Associated Broadcasting Company Pvt Ltd (ABCL), TV9 Network is one of India's biggest news networks, known for its free and fearless brand of journalism aimed at empowering citizens. The Network owns and operates the national Hindi news channel TV9 Bharatvarsh, along with leading regional channels TV9 Telugu, TV9 Kannada, TV9 Marathi, TV9 Gujarati, TV9 Bangla, and its digital first English news proposition, News9. With a strong presence across television and digital, TV9 Network brings credible, impartial news to audiences across India and beyond.