



April 19, 2026

Re: AMAGI/SE/2026-27/10

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 – April 19, 2026.

Please see enclosed the Press Release dated April 19, 2026 titled “ *Matrox Video and Amagi Collaborate to Enable Scalable Cloud-Based Broadcast Workflows with Matrox ORIGIN* ”.

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”)

CIN: L73100KA2008PLC045144

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Matrox Video and Amagi Collaborate to Enable Scalable Cloud-Based Broadcast Workflows with Matrox ORIGIN

Montreal, Canada & New York — April 19, 2026 — Matrox® Video and Amagi today announced a strategic collaboration to integrate the Matrox ORIGIN software-defined framework into Amagi's next-generation cloud production architecture. This partnership aims to enable highly scalable, flexible, and efficient content production workflows for broadcasters and media companies.

This integration provides broadcasters with the underlying flexibility needed to transition toward software-defined, dynamically orchestrated environments—naturally accommodating emerging industry models such as the Dynamic Media Facility (DMF) initiative.

At the core of this integration is Matrox ORIGIN, a robust framework that provides a highly flexible core video pipeline fabric. The framework empowers broadcasters to transition from traditional hardware-based infrastructures to agile, cloud-native environments, allowing them to seamlessly scale resources and adapt infrastructure in real time.

This collaboration establishes a strong technology synergy between the two companies, merging Matrox Video's expertise in software-defined broadcast technology with Amagi's industry-leading cloud platform.

"This collaboration with Amagi represents a significant step forward for cloud-based broadcast workflows," said **Francesco Scartozzi, VP of Sales and Business Development** at Matrox Video. "Together, we are enabling broadcasters to move beyond legacy constraints and toward more flexible, software-defined operations that can adapt in real time."

“At Amagi, we are committed to driving innovation in broadcast through cloud transformation,” said **Srividhya Srinivasan, Co-founder and Chief Technology Officer** at Amagi. “Working with Matrox Video and leveraging the advanced video pipeline capabilities of Matrox ORIGIN allows us to expand our core technological framework and support highly flexible, scalable broadcast operations.”

This collaboration reflects a shared vision between Matrox Video and Amagi: empowering the industry to adopt software-defined architectures that reduce complexity, improve scalability, and unlock new operational efficiencies for the next generation of broadcast infrastructure.

About Matrox Video

Matrox Video is a global leader in video technology. Featuring a complete portfolio of best-in-class hardware, software, APIs, and SDKs, Matrox Video enables OEMs, system integrators, value-added channel partners, and end users to push the boundaries of video innovation. Serving the AV/IT, broadcast, and emerging markets for over 45 years, Matrox Video is synonymous with quality, performance, interoperability, and support. Matrox Video’s legal entity is Matrox Graphics Inc., part of the Matrox Group.

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.