



October 22, 2026

Re: AMAGI/SE/2026-27/74

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 – October 22, 2026.

Please see enclosed the Press Release dated October 22, 2026 titled “*NDTV Adopts Amagi's AdFlow Orchestrator, Unlocking Monetization Opportunities on FAST and Connected TV*”.

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

MUTHUKRISH

NAN

Digitally signed by SRIDHAR
MUTHUKRISHNAN
Date: 2026.10.22 09:21:11
+05'30'

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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NDTV Adopts Amagi's AdFlow Orchestrator, Unlocking Monetization Opportunities on FAST and Connected TV

Amagi's solution reshapes NDTV's ad breaks into shorter, FAST-friendly segments for a better viewing experience and more monetization opportunity

Bengaluru, October 22, 2026 — Amagi, the media industry cloud company, today announced that [NDTV](#), a leading Indian news television and digital journalism company, has adopted the [Amagi® AdFlow Orchestrator](#) to boost channel performance on FAST (Free Ad-supported Streaming TV) and Connected TV (CTV) platforms. Amagi AdFlow Orchestrator enables content owners to automatically condition and restructure SCTE-35 ad markers for each distribution partner. By aligning broadcast signals with streaming platform requirements, it ensures that every ad opportunity is valid, reachable, and optimized for maximum yield.

Like many Indian news broadcasters, NDTV's linear channels carry long commercial breaks that can run 15 to 18 minutes per hour-segment. This standard doesn't always translate to FAST and CTV platforms, where long, uninterrupted ad breaks can drive viewer drop off, particularly on platforms with their own ad load limits resulting in a weaker viewing experience and missed monetization.

Amagi AdFlow Orchestrator addresses this by automatically breaking up long ad breaks into shorter, platform-specific segments that streaming platforms can fill more easily, without requiring NDTV to re-edit or separately produce its feeds for FAST delivery. This is designed to improve ad fill rates, open up monetization opportunities, and give FAST viewers a smoother viewing experience. As part of the engagement, Amagi also built additional capabilities, including on-air transitions around ad and interstitial content, greater editorial control over content and when it plays, more variety across promotional content, and visibility that give NDTV's team insight into how the system is performing on air. Together, these additions were designed to improve the on-air experience while giving NDTV's team confidence in how the platform runs day to day.

"Our linear ad breaks weren't built with FAST and connected TV viewers in mind, and we were seeing the impact on engagement," said **Gautam Shelar, Director- Growth & Digital Strategy at NDTV**. "The Amagi AdFlow Orchestrator has let us adapt our advertising for streaming audiences without reworking our feeds or our workflow. Just as important, Amagi listened to our team's feedback and built in the editorial control and visibility we needed to run this with confidence."

"At Amagi, we've built our platform to solve exactly this kind of problem, helping broadcasters bring their advertising into the FAST era without disrupting how they already operate," said **Jay Ganesan, SVP-Sales, APAC, Amagi**. "This engagement reflects the innovation we continue to bring to the FAST industry and the leadership position we've built by helping broadcasters monetize streaming audiences. It's also a reflection of our partnership with NDTV with whom we worked closely over the years to support their operations."

The engagement further demonstrates Amagi's continued work with Indian broadcasters as they adapt their advertising strategies to FAST and Connected TV audiences.

About Amagi

Amagi (www.amagi.com) is the media industry cloud, helping broadcasters, streamers, and content owners create, deliver, and monetize video at scale. The Amagi platform unifies content production, playout, distribution, and monetization across linear TV, FAST, streaming, and social so customers can maximize reach, engagement, and revenue. Distributors, including connected TV platforms and pay-TV operators, use Amagi to acquire, curate, and serve content to their audiences more efficiently. Amagi manages 16,000+ channel deliveries across 300+ distributors in 40+ countries.

About NDTV

NDTV has been one of the defining voices of Indian journalism for more than three decades.

Built on credibility, accuracy and depth, the network has reported on the events that have shaped India and the world - across politics, policy, business, the environment and culture.

Today, NDTV reaches more than half a billion people globally through television and digital platforms. Its network includes NDTV, NDTV India, NDTV World, NDTV Profit, NDTV Rajasthan, NDTV Madhya Pradesh-Chhattisgarh and NDTV Marathi - bringing together national, international, business and regional journalism across languages and audiences.

Its digital ecosystem - NDTV.com, NDTV.in, Profit.ndtv.com, apps and social platforms, takes that journalism to audiences in real time and at scale.

Across platforms, the purpose remains unchanged: to go beyond the headline, bring context to complexity, and help audiences understand the forces shaping their lives.

At its core, NDTV stands for journalism with clarity, credibility and purpose.

Press Contact:

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