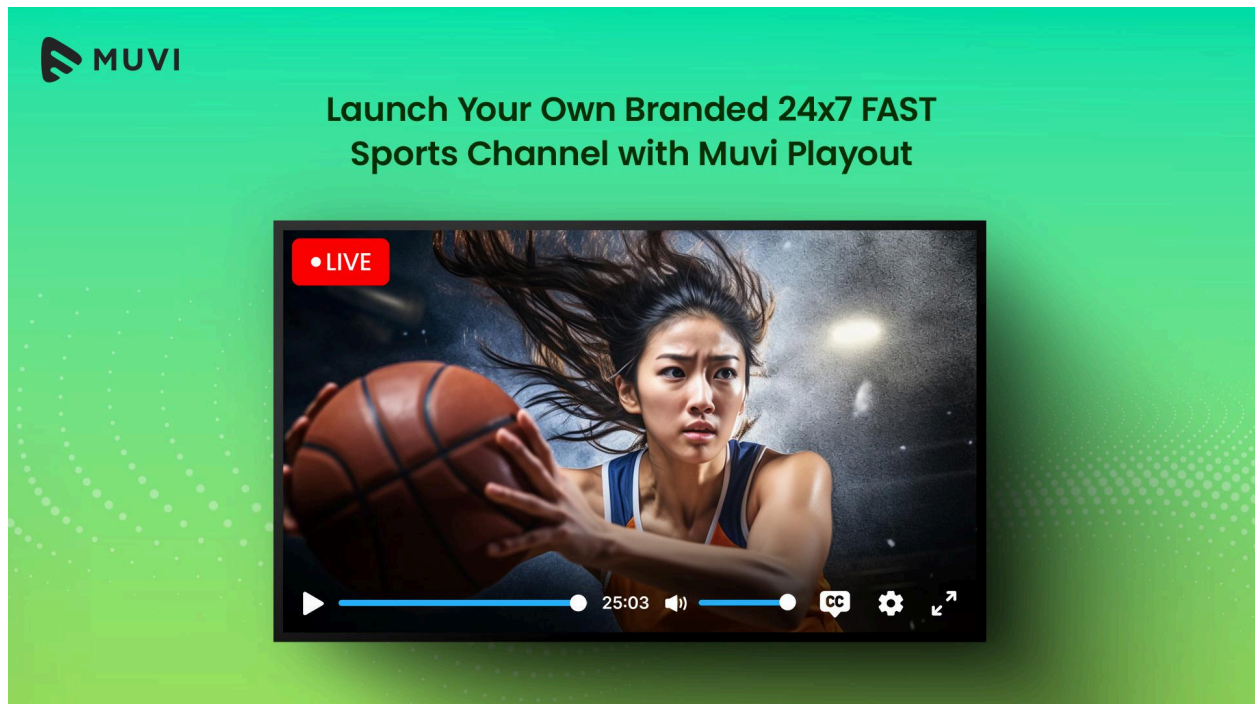


Launch Your Own Branded 24X7 FAST Sports Channel with Muvi Payout



Ashburn, VA, October 4, 2024: Muvi, a leading video streaming company specializing in a range of streaming solutions is set to showcase the updates to its product - Muvi Payout - enabling for a quick and easy deployment of FAST Channels, at Sportel Monaco 2024.

Muvi Payout addresses the FAST growth surge trend by providing sports content owners to launch their own FAST channels specifically designed to broadcast 24x7 sports content, both live as well as on-demand and be able to monetize the same through ad-based models. Channel broadcasters can now either deploy the FAST Channel onto their existing platforms or syndicate the same to FAST platforms and syndicators like LG, Apple TV, Fire TV etc allowing the channel a massive exposure.

"Our vision with Muvi Payout was to simplify and democratize access to the FAST space for sports content owners," says Shubham Agrawal, Chief Product Officer at Muvi. "By removing the technical barriers and operational complexities, we enable broadcasters and federations to create engaging FAST channels with the shortest go-live time frame with a

fraction of the cost and deliver compelling sports content to passionate fans around the world."

Cloud based Muvi Playout enables ad-based monetization for sports content wherein customers can upload their own ads, or integrate with any ad server or network. The solution also supports SCTE-35 ad marker support for maximum compatibility by enabling broadcasters to insert ads and manage content in real-time across multiple devices.

Muvi Playout equipped with premium features such as state-of-the-art drag and drop scheduler, auto-generated EPG, built-in CDN, DRM, live and on-demand streaming enable content owners to create a flexible, secure and dynamic 24x7 sports FAST channel in minutes without any coding hassles.

Muvi Playout's HLS share option simplifies content distribution and viewer engagement across various platforms, delivering content securely to end users across the globe. Backed by in-built analytics and reporting tools, content owners gain valuable insights into viewer behavior. Overall Muvi Playout serves as a complete solution targeted at sports streamers to not only stream but also monetize their matches easily!

Meet Muvi at Sportel Monaco 2024

By offering a comprehensive feature set with an intuitive interface, Muvi Playout empowers sports broadcasters, federations to streamline their workflows, deliver exceptional content experiences, and maximize their revenue potential across multiple devices.

Experience the future of FAST with Muvi Playout at Booth No. – A25, Grimaldi Forum, 10 Avenue Princesse Grace, Principality of Monaco

About Muvi

Muvi is a leading product-based streaming SaaS company that offers end-to-end video-on-demand streaming, live streaming, video hosting, and cloud playout solutions. Headquartered in Ashburn, Virginia, Muvi has served some of the leading brands across the globe, including MGM, Axen Capital, Capelli GoZone+, Simply South, and many more. It has over 350+ clients spread across 50 countries across the globe.

Muvi's solutions fulfill every streaming need across industries, starting from cloud-hosted streaming platforms to streaming and broadcasting solutions for content creators, broadcasters, and TV networks. Their products help launch your own-branded, multi-screen, multi-format OTT streaming service such as Netflix, Prime Video, Spotify, Deezer, etc. that can offer both Live and on-demand content and be delivered across Web, Mobile, and TV instantly.