



EKT'S ADM GROUP ACQUISITION BY OCEAN BLUE



Ocean Blue Software will acquire Advanced Media Group. ADM has been offering streaming video, media

players and browser-based solutions. "This agreement marks a significant milestone in the development of OBS, further increasing our scale and competitiveness." said Paul Martin CEO of OBS.

Richard Smith, CEO of EKT said he was proud of the role the team had played in the development of the company. "In this fast-changing world, we see the Athens team thriving under the wings of OBS, where EKT will continue to benefit from their skills and talent.

AMAGI AIMS HIGH WITH ANIME DIGITAL PARTNERSHIP



Amagi partnership with Anime Digital

Network will see Amagi expanding its market in new markets. The partnership is for the payout and distribution of ADN's new French anime channel to Samsung TV Plus.

By tapping into its network of Free Ad Supported Television (FAST) platform partnerships, Amagi will also create a delivery strategy for ADN to further increase the channel's reach.



ADN is a leading SVOD and OTT platform exclusively dedicated to

anime and manga. It offers a wide variety of French and Japanese animation series and has over 10,000 episodes and films adapted from the most popular manga. ADN's subscription model and catalogue serve as major differentiators.

In addition to Amagi Cloudport for channel creation and payout, ADN will also deploy Amagi Live, a UHD ready, cloud-based live orchestration platform for broadcasting live events. Amagi On-Demand, an orchestration platform for VOD) delivery, will deliver ADN's VOD assets to a multitude of OTT and vMVPD platforms in the future. Amagi will also support ADN's monetisation efforts through Amagi Thunderstorm, an automated ad detection and OTT dynamic ad insertion platform.

Srinivasan KA, co-founder, Amagi, added: "Amagi's unified cloud solutions make channel creation and payout simple and quickly scalable to content creators. Adding our growing platform partnerships to our existing advanced cloud-based technology offerings further amplifies the possibility of the channel's success.

"We are excited that ADN employed our cloud-architected products to make high-definition anime content easily accessible to French viewers".

RAKUTEN NEW VENTURE OFFERS FREE CONTENT



Rakuten TV is a leading AVOD platform is strategizing with the offer of free content through its free linear channel which has original and inspirational sports documentaries.

Known as Rakuten Stories, it joins an offer which reaches over 90 million households, clocking up over 5 billion minutes of free content watched and generating more than 1.5 billion ad impressions in 2021.

Rakuten Stories follows the success of the 'Rakuten Stories section' on Rakuten's online and app presence.

The channel will be available via Samsung and LG Smart TVs and will be rolled out in multiple territories including the UK, Spain, France, Italy and Germany.

BUNDESLIGA RIGHTS ACQUIRED BY DIGI SPORTS



Digi Sport has secured the rights to Bundesliga for the next four years.

Games will be broadcast on Digi Sport channels, with the most important ones in Ultra HD on Digi 4K, and on the website www.digisport.ro. They will also be available to cable and satellite TV services and internet subscribers. Furthermore, Digi subscribers will be able to watch the matches through the free Digi Online application, based on a Digi.ro account. ■