



achieving ad revenue enhancements

Cinedigm (NASDAQ: CIDM) has led the digital transformation of the entertainment industry for more than twenty years. Today, Cinedigm entertains hundreds of millions of consumers around the globe by providing premium content, streaming channels and technology services to the world's largest media, technology and retail companies.

Business requirements

Through a mix of premium SVOD services and dedicated AVOD and FAST channels, Cinedigm continues to be a home for enthusiast content with a portfolio of fan-centric destinations. It partnered with Amagi to drive expansion and growth across free ad-supported streaming TV platforms, and to boost ad revenues from its FAST business.

Solutions

We deployed the following solutions to meet Cinedigm's requirements:

- Amagi CLOUDPORT – our flagship cloud playout platform to create linear FAST channels
- Our server-side ad insertion platform, Amagi THUNDERSTORM to provide automated ad detection and OTT dynamic ad insertion capabilities for channel monetization
- Amagi ANALYTICS to access comprehensive data and insights on viewership and monetization

Benefits

- 47% increase in ad revenue since the deployment of Amagi THUNDERSTORM
- 21% impression increase
- 100% increase to render rates (a calculation of the percentage of impressions served out of the total number of auctions won)
- End-to-end analytics on viewership and ad monetization, access to metrics for any region, device, channel, content asset, and time zone
- Seamless access to live data on concurrent users on a CCU graph and key performance indicators for ad operations



As the dominant technology platform in linear playback within the OTT space, Amagi has developed industry-leading technology but also remains receptive to the business needs of partners like Cinedigm who are looking to push the technology further in order to continue maximizing revenue potential in this rapidly growing segment of the entertainment business.



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