



## **AMC Networks International Asia-Pacific chooses PLANETCAST's Cloud.X® Playout platform to power its Asia operations**

**New Delhi, June 28, 2018** - PLANETCAST Media Services Limited, a global leader in TV broadcast technologies and India's most admired brand, today announced that AMC Networks International (AMCNI) Asia-Pacific has deployed the company's innovative cloud playout and distribution platform **CLOUD.X®** to power its channel operations in Asia. Through the symbiotic partnership, PLANETCAST is engaging its latest cloud platform to playout & distribute 5 HD channels of AMCNI in South East Asia.

"In an ever-evolving entertainment environment, we are pleased to be a part of Planetcast's distribution services. We have been impressed with the Planetcast team's dedication to provide consistent quality support as well as its willingness to adapt and innovate in order to meet quickly changing demands," said Harold Gronenthal, Executive Vice President, Programming & Operations, AMCNI.

AMC is home to some of the most popular and acclaimed programs on television. AMC was the first basic cable network to ever win the Emmy® Award for Outstanding Drama Series with "Mad Men" in 2008, which then went on to win the coveted award four years in a row, before "Breaking Bad" won it in 2013 and 2014. AMC is available across all platforms, including on-air, online, on demand and mobile.

**Commenting on the development, M.N. Vyas, Executive Director, PLANETCAST Media Services said** "Cloud based platforms are becoming increasingly popular as they offer immense flexibility and scalability to customers. Cloud Playout enables the customers to retain total control of their operations and make crucial strategy tweaks at operations level that make all the difference. Having said that, we are delighted to partner with AMCNI to deliver innovative cloud based solution for their TV channel operations in South East Asia and we strongly believe that they will leverage the power of our cloud platform to further boost their business."

PLANETCAST offers broadcasters an alternative collaborative way of packaging and playing out their channels from anywhere in the world, and delivering to any head-end via cloud. PLANETCAST's deployed Cutting Edge Technology provides secure transit on the cloud with broadcast quality signal for further distribution. Content is distributed in various forms and formats with complete security. PLANETCAST's in-house designed & developed solution, offers broadcasters a new way of sending TV signals from point to point in either DVB-ASI or MPEG-TS over IP.

For more information about PLANETCAST and its cloud based broadcast solutions, visit [www.planetc.net](http://www.planetc.net).



### **About AMC Networks International**

AMC Networks International (AMCNI), the global division of AMC Networks, delivers entertaining and acclaimed programming that reaches subscribers in more than 140 countries and territories, including Africa, Asia, Europe, Latin America and the Middle East. AMCNI consists of global brands, SundanceTV and AMC, as well as popular, locally recognized channels in various programming genres. For more information, visit: [www.amcnetworks.com/amcni](http://www.amcnetworks.com/amcni)

### **About PLANETCAST**

Founded in 1996 with a vision to revolutionize the broadcast industry globally, PLANETCAST (formerly ESSEL SHYAM) has been an epitome of quality and trust for almost two decades. PLANETCAST has the honor of securing the first commercial teleport license in India and since then it has been instrumental in providing cutting edge technology to enhance the broadcast services in India. PLANETCAST's ability to conceptualize, architect and implement new and expanded capabilities allows clients take their business to the next level. PLANETCAST is a key market player in providing technology-led managed services to the broadcasting industry in India & neighboring countries with a rapidly growing footprint across Southeast Asia. For more information, visit [www.planetc.net](http://www.planetc.net)

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