

CONTACT

Evertz Microsystems Ltd.  
1-877-995-3700  
evertz.com

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## **Evertz Showcases a Powerful Platform for Content Monetization at IBC 2022**

*The global leader in media and entertainment technology will demonstrate its [evertz.io](#) SaaS solutions that give broadcasters the confidence to launch new channels and exploit new revenue streams.*

**Burlington, Canada. August 22<sup>nd</sup> 2022:** At IBC 2022, Evertz will be highlighting its [evertz.io](#) platform, a Software-as-a-Service (SaaS) solution that is helping live sports, live entertainment and linear channel customers launch new channels and monetize content across a wide range of Over-the-Top (OTT), Direct-to-Consumer (DTC), Connected TV and traditional Broadcast distribution/streaming applications.

This powerful platform, which will be demonstrated on stand 1.F76 in Hall 1, uses hyper-scalable serverless microservices to offer a level of agility and flexibility that is unique to the market. With [evertz.io](#), customers can grow, scale and launch channels with complete confidence, knowing they will only pay for the services they use. This safeguards customers by reducing time to market and helping them avoid the costs and learning curves associated with leveraging cloud native playout, streaming and digital distribution technologies.

A key feature of the [evertz.io](#) platform is [evertz.io Stream](#), a revolutionary streaming and playout SaaS service that meets the needs of OTT, DTC and Free Ad-Supported TV (FAST) services by delivering flexible hourly, daily and monthly pricing models.

[evertz.io Stream](#) provides all the features found in enterprise class broadcast playout systems, including live inputs, video/audio mixing, comprehensive multi-language captioning and subtitling and full graphics and branding capabilities. [evertz.io Stream](#) also delivers pre-built recipes for delivery of OTT and FAST TV channels to services like Roku, Samsung TV+, YouTube TV, Tubi and more. The simplicity of the [evertz.io Stream](#) and its user interface means that, in the space of a few minutes, content owners and broadcast launch services can start monetizing live and archive content across a wide range of distribution platforms.

“Today’s broadcasters need technology that allows them to quickly and easily distribute their content to any platform, anywhere in the world,” says Martin Whittaker, Technical Product Director, MAM and Automation at Evertz. “This is precisely what the [evertz.io](#) platform and [evertz.io Stream](#) deliver. Customers choosing our cutting-edge solutions can be much more creative with their distribution strategy because they have the freedom to take risks. Specialty, alternative and hyper-targeted channels that would previously have been too costly or too niche to launch can now be explored and monetized, enabling broadcasters and content creators to maximize their assets and increase revenues.”

Designed and built by the team behind Evertz’ Emmy® Award-winning playout technology, [evertz.io Stream](#) is the only streaming service that combines the specific technological and feature requirements of both Traditional Broadcast Channels and Conventional OTT Channels into a single platform. [evertz.io Stream](#) includes support for both file-based playback and advanced live events, a wide range of video streaming inputs and outputs including 4K UHD with HDR, as well as support for common transport protocols (RIST, SRT and Zixi). [evertz.io Stream](#) is ideal for ‘Pop-Up’ Channels, “Pay-Per-View events”, limited duration Sporting Events and Disaster Recovery, among others.

**For more information on evertz.io, the SaaS solutions that make up this platform, or to discover the OTT and FAST channels powered by evertz.io Stream, please visit us at IBC on stand 1.F76 in Hall 1 or visit [www.evertz.io](http://www.evertz.io).**

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**About Evertz Technologies Ltd.**

Evertz Technologies Limited (TSX:ET) designs, manufactures and markets video and audio infrastructure solutions for the television, telecommunications and new-media industries. The Company's solutions are used by content creators, broadcasters, specialty channels and television service providers to support their increasingly complex multi-channel digital, high & ultra-high definition television ("HDTV" & "UHD") and next generation high bandwidth low latency IP network environments and by telecommunications and new-media companies. Evertz products allow customers to generate additional revenue while reducing costs through efficient signal routing, distribution, monitoring and management of content, as well as the automation and orchestration of more streamlined and agile workflow processes on-premise and in the "Cloud". For more information, please visit [www.evertz.com](http://www.evertz.com)