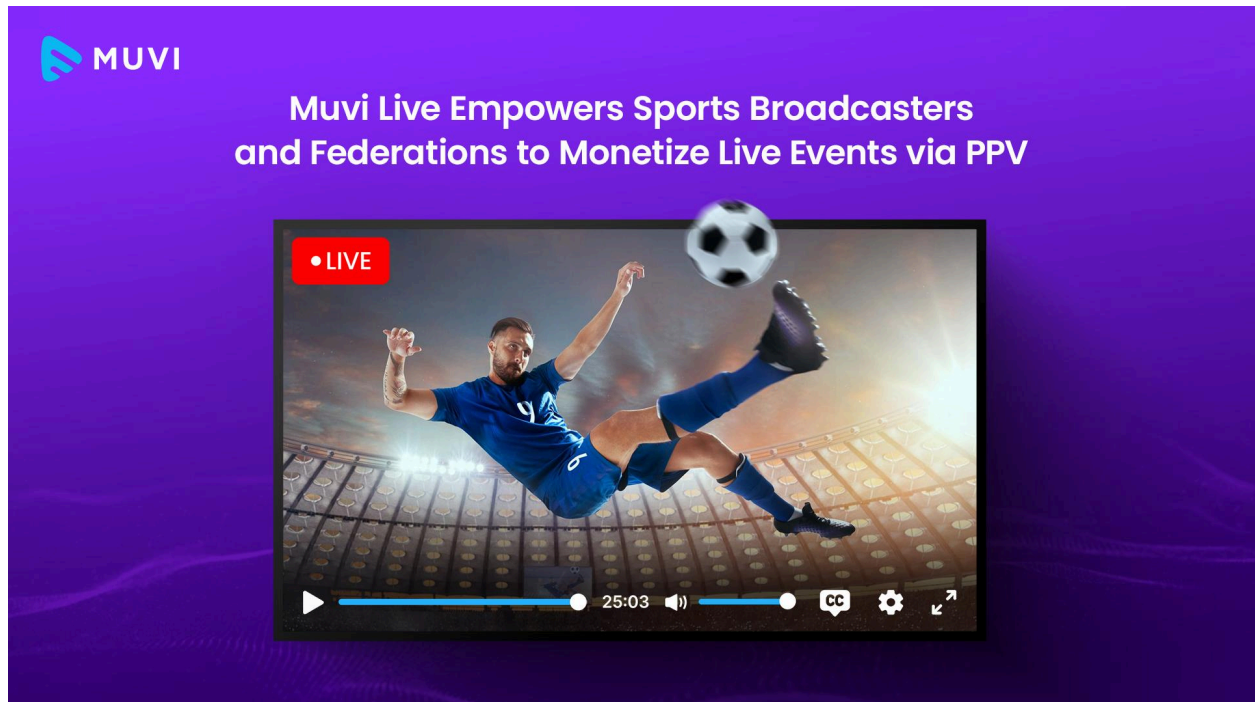


## Muvi Live Empowers Sports Broadcasters and Federations to Monetize Live Events via PPV



Ashburn, VA, October 4, 2024: – Muvi Live, the live streaming solution offered by Muvi, a leading video streaming company specializing in a range of sports-centric streaming solutions is showcasing its new release - Muvi Live Paywall - at Sportel Monaco 2024. It is poised to make the journey easy for sports broadcasters to sell exclusive live streaming of matches and events on Pay Per View (PPV) to viewers across the world.

“Our vision with Paywall is to empower sports organization, broadcasters to cater to a wider audience and monetize easily,” said Shubham Agrawal, Chief Product Officer at Muvi. “With the paywall feature, sports organizations can target a wider audience by offering targeted live events on a PPV basis! Also, we have designed this solution in such a way that everything is integrated by default so that the customers can focus on the event and stream instead of worrying about the technical aspects. We believe this will change the lives of the creators/broadcasters as well as the live-streaming monetization landscape.”

Through paywall-enabled Muvi Live, content owners get an in-built global payment gateway that supports over 135+ global currencies. The solution also offers the highest level of security with in-built DRM and watermarking features to protect from hackers and

piracy, a full fledged streaming engine for easy video / audio streaming experience, and revenue and user reports to facilitate easy tracking of earnings and analytics.

Moreover when it comes to live streaming, Muvi Live rides on top of AWS's global cloud infrastructure to deliver the live feed across the globe with one of the lowest latencies in the industry. Equipped with features like TV feed streaming, live chat, recording and playback of the feeds, and password protected live streaming, Muvi Live serves as a complete solution targeted at sports streamers to not only live stream but also monetize their matches easily!

Paywall in Muvi Live is exemplary with reference to its industry leading revenue realization where broadcasters can keep 90% of their revenue with just 10% transaction fee. The minimum payout threshold is kept low at just \$50 coupled with a hassle-free 15-day recurring payout cycle.

## Meet Muvi at Sportel Monaco 2024

By empowering sports broadcasters and federations to monetize live events through the pay-per-view (PPV) model, Muvi Live not only unlocks new revenue streams for your sports content but also its innovative platform simplifies the entire process and enhances viewer experience to a whole new level.

Experience our enterprise-grade live streaming platform, Muvi Live 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.