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FOR IMMEDIATE RELEASE



Record Chooses evertz.io to Transition Payout to the Cloud

Burlington, Canada, São Paulo, BR. January 14, 2025: Record is set to transform its digital content delivery with a groundbreaking move into the Streaming Linear TV and Direct to Consumer (DTC) markets. Partnering with evertz.io, Record is launching a state-of-the-art streaming solution that will power their PlayPlus application with unparalleled video quality and seamless streaming. The collaboration is designed to kick off with twelve regionalized channels, with ambitious plans to expand to over 21 channels. The primary objective is to streamline channel management and enhance operational efficiency, revolutionizing how Record manages and monetizes its digital content.

Felipe Andrade, VP of Sales, CIS Group, "As a key partner in this transformation, CIS Group is excited to be involved in Record's transition to cloud-based playout technology. evertz.io's scalable and efficient solution, combined with our industry expertise, ensures Record's success in expanding their digital reach while maintaining top-tier operational control."

evertz.io steps in with a robust solution that addresses Record's need for efficiency and simplicity. The service includes custom Adaptive Bitrate (ABR) streaming via HTTP Live Streaming (HLS) technology and a multichannel dashboard. Unique features include SCTE marker integration for seamless live event transitions and a user-friendly interface for simplified content importation. The future-proof design allows for rapid deployment and scaling of additional channels, tailored to meet Record's diverse audience needs.

Record's focus on efficiency is reflected in their requirements for a streamlined management process. The new solution features a custom ABR HLS ladder for optimal video quality, a centralized dashboard for managing multiple channels, and automated live event transitions. The integration simplifies content importation and reduces operational overhead, allowing for a single operator to manage multiple channels with ease.

Antônio Carlos Sobrinho, Record Technical Project Manager "evertz.io's solution delivers significant operational advantages. The multichannel dashboard enables efficient monitoring and management, while SCTE Taker Service enhances viewer experience with automated transitions. Rapid development and deployment, meeting tight deadlines, further underscore evertz.io's capability to meet high standards."

With a strategic focus on monetization, Record plans to utilize dynamic ad insertions, customized to network conditions and viewer preferences. The partnership with Evertz.io has already streamlined channel launches and management, setting the stage for Record's future expansion. Plans include rolling out an additional 21 channels and integrating evertz.io's solution with an automation system to unlock new possibilities in channel management and monetization.

evertz.io is revolutionizing broadcasting with its cloud-native SaaS platform, simplifying the launch and monetization of broadcast, OTT, DTC, Connected TV, and FAST channels. Their hyper-scalable microservices reduce time to market and streamline complex cloud-native technologies. With flexible OPEX-based pricing models, evertz.io empowers content owners like Record to optimize budgets and maintain control over

operating costs, delivering a comprehensive broadcast playout system with live inputs, video/audio mixing, multi-language captioning, and full graphics and branding capabilities.

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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

About CIS

Since 1988, CIS Group has been a Media Technology solutions provider & systems integrator with core competencies across the professional services spectrum. Over the years our scope has evolved to include: Consulting & Workflow Design, Integration, Full System Commissioning & Installation, Technical & Operational Training, Maintenance & Support, DevOps, and Managed Services. Focused exclusively on the MediaTech space, CIS has delivered countless solutions aimed at a variety of use cases throughout the Content Supply Chain – including live production, post-production, archiving, and distribution. In relying on CIS's expertise, our clients, which include a variety of sports teams and networks, have been able to outsource a lot of their technical challenges, and focus their energy and resources on how the technology we implement ultimately delivers business value and creative value to their organizations. Enabling our customers to achieve their desired business goals and operational goals by effectively implementing our solutions is what we mean when we say that customer success is in our DNA. For more information visit us at www.cisgroup.tv

About Record

Founded in 1953, Record is the oldest active broadcaster in Brazil. Since opening, Record's concern has been to offer quality products that meet the needs of its viewers. Today the network totals 108 broadcasters spread across 26 states, plus the Federal District. Over the years, Record became the network that has mostly contributed to the evolution of Brazilian Popular Music. Its history composed of successful programs and initiatives that had helped the Brazilian culture and society. Currently, Record is the second TV network in Brazil, reaching excellent ratings and increasing its market share.

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