CINEVERSE

Cineverse Partners with SymphonyAI to Accelerate AI Capabilities of Matchpoint Insights Platform

2025-03-11

SymphonyAI's genAI Technologies Complement Cineverse's Portfolio of Advanced AI Offerings

LOS ANGELES, March 11, 2025 /PRNewswire/ -- **Cineverse** (Nasdaq: CNVS), a next-generation entertainment studio, is accelerating its investment in advanced technology to strengthen its AI leadership. As part of this strategic move to high-margin AI-powered business opportunities, the company announced today that it has adopted **SymphonyAI**'s **Revedia** DataOps to unify AVOD, TVOD, SVOD, and FAST viewership data as well as ad-supported and subscription-based revenue data from previously siloed sources to perform AI-based data augmentation and conduct rapid in-depth analysis across all platforms and channels.

Cineverse is committed to scaling their streaming business with technology partnerships, expanding its content licensing, building on direct ad sales, growing its podcast network, and driving revenue through **Matchpoint**™, its proprietary streaming platform, to maximize ROI on limited spend. It has already developed five AI modules to automate tasks and entered into multiple partnerships to extend Matchpoint's AI capabilities. With Revedia DataOps, Cineverse will accelerate its innovation and use of advanced AI for optimized revenue and operations.

 "At Cineverse we actively embrace technology to power the future of home entertainment as we continue to move aggressively to assemble the entertainment industry's foremost AI technology portfolio targeting the digital streaming segment," said Tony Huidor, Chief Operating Officer & Chief Technology Officer of Cineverse. "Our

alliance with AI innovators such as SymphonyAI enables us to strengthen and accelerate decision-making and better serve Cineverse's viewers, partners, and investors by providing highly nuanced and sophisticated business insights gleaned from immense volumes of data through the use of advanced AI."

This is the latest example of Cineverse integrating state-of-the-art solutions that expand its ability to deliver deeper, real-time insights into platform and channel consumption as well as revenue trends. These strategic moves enable the company to harness its extensive expertise in legacy media while fortifying its future with cutting-edge innovations and sophisticated AI-driven strategies.

With this new partnership, Cineverse is enhancing its Matchpoint™ Insights offering by integrating SymphonyAI's Revedia DataOps platform, which will provide Cineverse with richer in-depth insights into its strategic partners' channel performance. Foundry complements Cineverse's Matchpoint™ suite, which in addition to Insights also includes Dispatch and Blueprint, extracting significant value and a much deeper understanding of data through the power of advanced predictive and generative AI.

"In today's fast-paced media and entertainment landscape, AI is essential for transforming fragmented data into actionable insights that drive strategic programming and distribution, revenue growth, and advertising optimization," said Mark Moeder, president of SymphonyAI's media division. "We're proud to support Cineverse's commitment to innovation by providing advanced AI capabilities that enhance decision-making and performance."

About Cineverse Technologies

Cineverse develops technology that powers the future of entertainment. Its proprietary **Matchpoint™** suite of streaming technology and AI tools – first utilized to build the company's owned-and-operated services and now offered to third parties as a SaaS solution – supports filmmakers, media companies, platforms and OEMs. **cineSearch**, the AI-powered search and discovery tool for film and television, makes deciding what to watch as entertaining as the entertainment itself. Additionally, the **C360** programmatic audience network and ad-tech platform provides brands the opportunity to target and reach key fandoms wherever they are.

About Cineverse

Cineverse (Nasdaq: CNVS) is a next-generation entertainment studio that empowers creators and entertains fans with a wide breadth of content through the power of technology. It has developed a new blueprint for delivering entertainment experiences to passionate audiences and results for its partners with unprecedented efficiency, and distributes more than 71,000 premium films, series, and podcasts. Cineverse connects fans with bold, authentic, independent stories. Properties include the **highest-grossing non-rated film in U.S. history**; dozens of streaming fandom channels; a premier podcast network; top horror destination Bloody Disgusting; and more. Powering

visionary storytelling with cutting-edge innovation, Cineverse's proprietary streaming tools and AI technology drive revenue and reach to redefine the next era of entertainment.

About SymphonyAI

SymphonyAI is a leading enterprise AI SaaS company for digital transformation across the most critical and resilient growth verticals, including retail, consumer packaged goods, financial services, manufacturing, media, and IT/enterprise service management. SymphonyAI verticals have many leading enterprises as clients. Since its founding in 2017, SymphonyAI has grown rapidly to 3,000 talented leaders, data scientists, and other professionals. A 2024 Microsoft Partner of the Year for Business Transformation – AI Innovation, SymphonyAI is a SAIGroup company backed by a $1 billion commitment from successful entrepreneur and philanthropist Dr. Romesh Wadhwani. Learn more at **www.symphonyai.com**.

Contacts:

For Media

The Lippin Group, **cineverse@lippingroup.com**

For Investors

Julie Milstead, **investorrelations@cineverse.com**

For SymphonyAI

Sarah Armstrong, TreblePR, **symphonyai@treblepr.com**

View original content to download multimedia:**https://www.prnewswire.com/news-releases/cineverse-partners-with-symphonyai-to-accelerate-ai-capabilities-of-matchpoint-insights-platform-302397634.html**

SOURCE Cineverse Corp.