NEWS RELEASE

Cineverse Technology Group Launches Matchpoint™ 3.0 with New Features, Brand Identity

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LOS ANGELES, Oct. 6, 2025 /PRNewswire/ -- **Cineverse** Corp (Nasdaq: CNVS), a next-generation entertainment studio, has today launched **Matchpoint™ 3.0**, the newest version of the Company's proprietary, state-of-the-art, automated media supply chain platform that is radically changing the way video content is managed and delivered. This comes with the launch of a new brand identity, seen now at **www.matchpoint.tv**, updating and modernizing the UI's look-and-feel, making it easier-to-use for customers.

Trusted by top studios and streaming platforms, Matchpoint is leading the evolution of digital media content distribution. With the upgrade to v3.0, it adds additional high-level support across platforms, enhanced business insights through conversational analytics, enhanced advertising support and more, with extensive AI-powered automation across its Blueprint, Dispatch and Insights products. The results: more efficiency, cost-savings, less errors, added value for customers that enables operations staff to spend less time on rote tasks and more on bigger-picture strategic initiatives.

"I have said this before but it bears repeating, we built Matchpoint to streamline the streaming supply chain, by reducing time to market and reducing costs. For the past ten years, video delivery has been a brute-force, error-filled, expensive process. Our company was delivering 30-50 movies a month on average and spending $1.4 million a year via external vendors. Today, we can easily ingest and master 15,000 movies in any given month," said Tony Huidor, Cineverse's President of Technology & Chief Product Officer. "The fact is that none of the major studios and

streaming providers can come close to that level of efficiency, needing hundreds of staff to deliver merely hundreds of titles per month. With a team of only 15, Matchpoint can deliver at an exponentially higher rate by leveraging AI and automation, supporting deliveries to more than 125 platforms. Surprisingly, a lot of media companies are still utilizing processes developed a decade ago."

Key New Features Included with Matchpoint 3.0

Matchpoint Dispatch delivers digital media content fast and flawlessly—no human intervention required. A fully automated media supply chain, Dispatch can ingest, validate, master, and package thousands of assets for delivery to hundreds of platforms with a few clicks, so teams can focus on more important things.

Additions to Dispatch with v3.0 include:

- Delivery to the leading FAST playout platforms via native support for Broadcast Exchange Format (BXF), a standard developed by the Society of Motion Picture & Television Engineers (SMPTE);
- Robust support for multi-tenancy;
- Enterprise level scheduling via any scheduling platform that supports BXF;
- AI-based QC and delivery of 4K video formats;
- External API integrations for creating AI-based contextual tags for metadata enrichment;
- AI-based workflow for removing title treatments from movie posters/key art;
- AI-based opening title and end credit cue point creation;
- Automated title takedown module and life cycle tracker;
- Unified user management system, Single Sign On, and more.

Matchpoint Blueprint allows customers to create premium, scalable apps for mobile, TV, or the web in a few clicks. Its intuitive, automated tools enable highly customizable viewing experiences that drive audience engagement and retention while saving time and money on design and development.

Additions to Blueprint with v3.0 include:

- Parent/Child user profiles, native gamification and a loyalty/reward system that drives personalization, engagement, retention and monetization;
- Support for new content types, including music video-based content as well as vertically formatted short-form video for micro-dramas/micro-series;
- Native support for In-car based entertainment;
- Live streaming;
- Integrated ad management and robust brand integration support including cross-platform home page

takeovers;
- Enhanced privacy support (CCPA and GDPR); and more.

Matchpoint Insights helps make sense of complex viewership patterns and viewing trends to improve user engagement and improve ad revenue generation. It is a unified SOX-compliant reporting & data analytics suite with a sophisticated management dashboard that visually correlates revenue with audience behavior across all platforms and business models, including FAST.

Additions to Insights with v3.0 include:

- AI-powered conversational analytics to aid in gleaning valuable business intelligence from massive datasets;
- AI-automated data ingestion & collection, royalty calculations and revenue report creation;
- Robust support for day-parting of FAST viewership data for sophisticated analysis of title performance based on time-of-day;
- Management dashboards on a per channel basis with support for daily, weekly, quarterly, monthly and annual reports;
- A proprietary algorithm to calculate and normalize title-level performance across FAST, AVOD or SVOD regardless of the data provided by the partner platform;
- Predictive analytics of expected performance, including for streaming platforms that don't share data; and more.

This news follows the **closing of several deals** with new Matchpoint customers, and the **recently announced** appointment of Michele Edelman as EVP, Technology & General Manager of Matchpoint**,** and a growing **Matchpoint sales team**.

Added Edelman, "With Matchpoint, content owners save time, money, and resources with the media industry's first fully automated supply chain. AI-driven ingest, QC, packaging, and delivery replace costly manual steps and human error, giving studios, content owners and digital platforms a smarter, faster, and more reliable path to audiences everywhere."

About Matchpoint™

Matchpoint™ is Cineverse's award-winning media supply chain service that is radically changing the way content is managed and delivered. Matchpoint has replaced today's expensive, and labor-intensive video content processes with a fully transparent, automated workflow that significantly reduces costs, eliminates human error, and effortlessly facilitates content ingestion with delivery across multiple platforms and distribution models.

About Cineverse Technology Group

Cineverse develops proprietary technology that powers the future of entertainment, leveraging the Company's position as a pioneer in the video streaming industry along with the industry-leading strength of its development team in India. This team has dedicated years building and refining technology solutions that have pioneered streaming content management and distribution while leaning into advances in AI to set the company apart from the competition. This includes the award-winning media supply chain service **Matchpoint™**; the AI-powered search and discovery tool for film and television, **cineSearch**, which makes deciding what to watch as entertaining as the entertainment itself; cineCore, a dataset of more than two million titles, including extensive proprietary AI-generated film and TV metadata; and the **C360** programmatic audience network and ad-tech platform that 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. For more information, visit **home.cineverse.com**.

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