



LIGHTNING INTERNATIONAL DEBUTS ALL-IN-ONE CHANNEL MANAGEMENT SERVICE, *FLASH*, AT APOS

High-quality, cost-effective business solution to simplify your channel creation and distribution

(26 September, 2023 – Hong Kong) Launching at **APOS** (26-28 September in Bali, Indonesia) **Lightning International**, the global TV solutions company, will unveil **FLASH**, the new turnkey channel management service, designed to help media companies streamline video distribution to their customers.

FLASH will provide a cost-effective full-service alternative for content providers looking to optimize their channel creation, monitoring and delivery.

Comprehensive Suite of Services:

- Complete broadcast playout powered by Amagi
- Supply and management of all tech
- Ingestion of all programming and video content
- Oversight of operations, including scheduling and EPG creation
- Full 24/7 monitoring, including alerts and back-up solutions
- Delivery via satellite or IP, and delivery of VOD assets

"The goal of our new **FLASH** service is to help content providers navigate the complexities of the broadcasting business and to provide an economical, one-stop solution that will take care of all video distribution logistics in order to get your channel and content seen by your viewers," said James Ross, CEO, Lightning International.

FLASH will combine Lightning International's over-20-years of industry knowledge with expertise from business partners AsiaSat, the foremost satellite solutions provider in Asia, and Amagi, the global leader in cloud-based SaaS technology for broadcast and connected TV.

Srinivasan KA, co-founder and Chief Revenue Officer at Amagi, said, "Our collaboration with Lightning International has been invaluable throughout our content distribution journey in the APAC region. We are delighted to serve as their technology partner for the launch of **FLASH**, a solution that promises to significantly enhance the content landscape. Broadcasters will now effortlessly connect with their audiences, expanding the reach of their extensive content libraries."

Channel owners and content providers will no longer need a dedicated operations team when, instead they can benefit from **FLASH's** experienced broadcast video experts who will liaise directly with internal production/programming departments for scheduling and all aspects of operations.



To enhance the **FLASH** service, Lightning International can also provide sales and distribution assistance as an additional package feature for companies looking to expand their footprint to new platforms across Asia.

To find out more about the **FLASH** service, please arrange a meeting at APOS with Lightning International through info@lightninginternational.net. For more information about the various products represented by Lightning International, please visit <https://www.lightninginternational.net/>.

About Lightning International

Lightning International (Media) Limited is a content solutions company based in the UK and Hong Kong. The company distributes a range of TV channels such as Action Hollywood Movies, Concerto TV, Docsville, GB News, Globetrotter, Kartoon Channel!, LFCTV, NewsWorld, NOW 70s, NOW 80s, NOW Rock, People & Planet, Pet Club TV, Pulse Documentaries, RCM, TRACE Urban, TRACE Sports Stars and more. Additionally, the company licenses a full catalogue of programming, both as finished shows and formats. <http://www.lightninginternational.net>

Lightning International is an AsiaSat company.

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