



expanding OTT footprint

Tastemade is a modern media brand inspiring the taste of a generation through entertainment, commerce and experiences. The company creates award-winning video programming in Food, Home and Travel, which appears on all major digital, mobile, streaming OTT and linear TV platforms.

Business requirements

Tastemade was looking to create and launch broadcast-grade linear channel playout and VOD with rich graphics. They wanted to expand their global footprint by distributing the channels to multiple OTT platforms and boost content monetization through targeted ads.

Solutions

We leveraged our award-winning playout solutions and experience with digital first networks to meet the client's requirements.

- Deployed Amagi CLOUDPORT – cloud playout platform – for channel creation and distribution
- Leveraged Amagi PLANNER for planning and scheduling content
- Packed in advanced features such as automation, dynamic graphics, and remote monitoring
- Distributed channels to 15+ streaming TV platforms

Benefits

- Tastemade delivered linear & VOD content using just a single solution
- Expanded into international markets – Brazil, Canada, Germany, Australia using the same platform
- Became an early adopter of the FAST ecosystem, effortlessly reaching an international audience
- Delighted audiences with a broadcast-grade TV experience
- Amagi CLOUDPORT's simple web-based UI helped improve overall broadcast efficiencies, reducing transition and training time for Tastemade



We have grown our TV audience rapidly across several distributors in less than a year. Having a single technology solution that has allowed us to scale in this way played a key role in this success, setting the foundation for further expansion domestically and internationally



Jeremy Strauss

Head of Business Development at Tastemade