

FOR IMMEDIATE RELEASE

## **Media Excel and Skandha Media Services Announce Strategic Partnership to Deliver Premier Video Solutions**

**Austin, TX and Mumbai, India – August 19, 2025** – Media Excel, a global leader in video encoding and transcoding solutions, today announced a strategic partnership with Skandha Media Services, a premier media services organization that leverages cloud technology, automation, AI, and machine learning to serve the needs of Tier-1 broadcasters, operators, and content platforms.

This partnership brings together Media Excel's HERO platform, which is known for delivering low latency, feature-rich, and cost-optimized encoding solutions, with Skandha's deep services expertise and proven ability to operationalize complex media workflows for top-tier M&E customers.

"We are fortunate to collaborate with a services organization like Skandha that understands the importance of delivering premium-grade video services with operational excellence," said Narayanan Rajan, CEO at Media Excel. "Together, we are uniquely positioned to meet the industry's most rigorous demands, whether in live sports, OTT streaming, or broadcast contribution, backed by compelling commercial models."

Skandha Media Services will integrate Media Excel's HERO platform into its managed service offerings, enabling seamless deployments for cloud, hybrid, or on-premise encoding and transcoding use cases. The HERO 6000 series, Media Excel's flagship appliance, provides best-in-class video quality, sub-second latency, and support for all major codecs, including AVC, HEVC, AV1, and VVC.

"At Skandha, we prioritize partnerships that strengthen our focus on intelligent automation and AI-driven innovation. These capabilities are central to how we modernize media operations, enhance agility, and deliver measurable value. Our collaboration with Media Excel is rooted in its proven leadership in broadcast-quality video solutions and shared commitment to reliability, performance, and customer success. Backed by a cloud-agnostic approach and a deep commitment to innovation, we continue to position Skandha as a trusted and future-ready media technology partner," said Yogesh Salian, CEO, Skandha Media Services. "Media Excel's singular focus on encoding excellence and its track record of powering mission-critical deployments worldwide make it an ideal partner as we scale our Tier-1 service offerings."

This alliance underscores a shared commitment to helping media organizations transition from legacy infrastructure to modern, IP-first workflows without sacrificing quality, reliability, or ROI.

### **About Media Excel**

Media Excel defines the adaptive bitrate, multi-screen video delivery landscape, powering over 350 million multi-screen subscribers globally with its HERO platform. Serving broadcasters, cable and telco operators, D2C streamers, and government agencies, Media Excel brings 25 years of R&D leadership and five-nines reliability to mission-critical video workflow.

### **About Skandha Media Services**

Skandha Media Services is a leading broadcast and digital tech ops company that leverages cloud technology, automation, AI, and machine learning to provide first-class managed services



to empower broadcasters, OTT platforms, content owners and aggregators, rights holders, and brands, with scalable playout solutions and dependable centralized resources.

Serving major media organizations, Skandha Media Services has been trusted by its loyal customer base for over 12+ years to help deliver a range of solutions covering the entire content life cycle for live big-ticket events, and high-profile VOD and OTT channels across Asia and beyond.

**Note to Editors:**

If you would like to meet Media Excel leadership and product experts at IBC2025, please e-mail: [mediaexcel@platformcomms.com](mailto:mediaexcel@platformcomms.com).

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