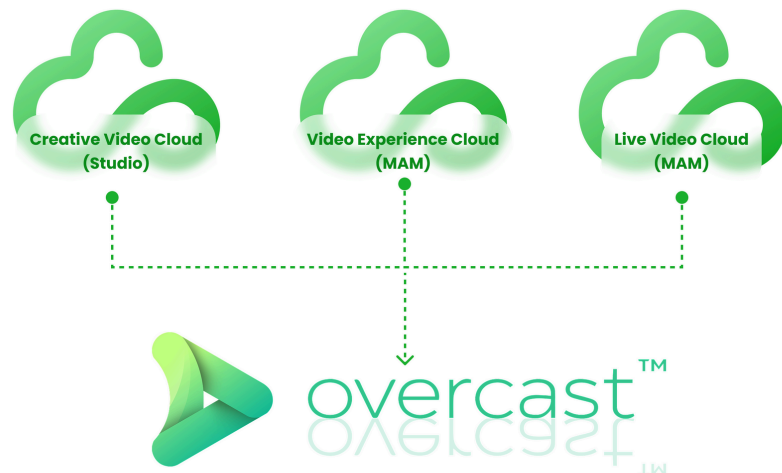


OVERCAST HQ: THE FUTURE OF COMPOSABLE MEDIA TECHNOLOGY





WHO ARE WE?

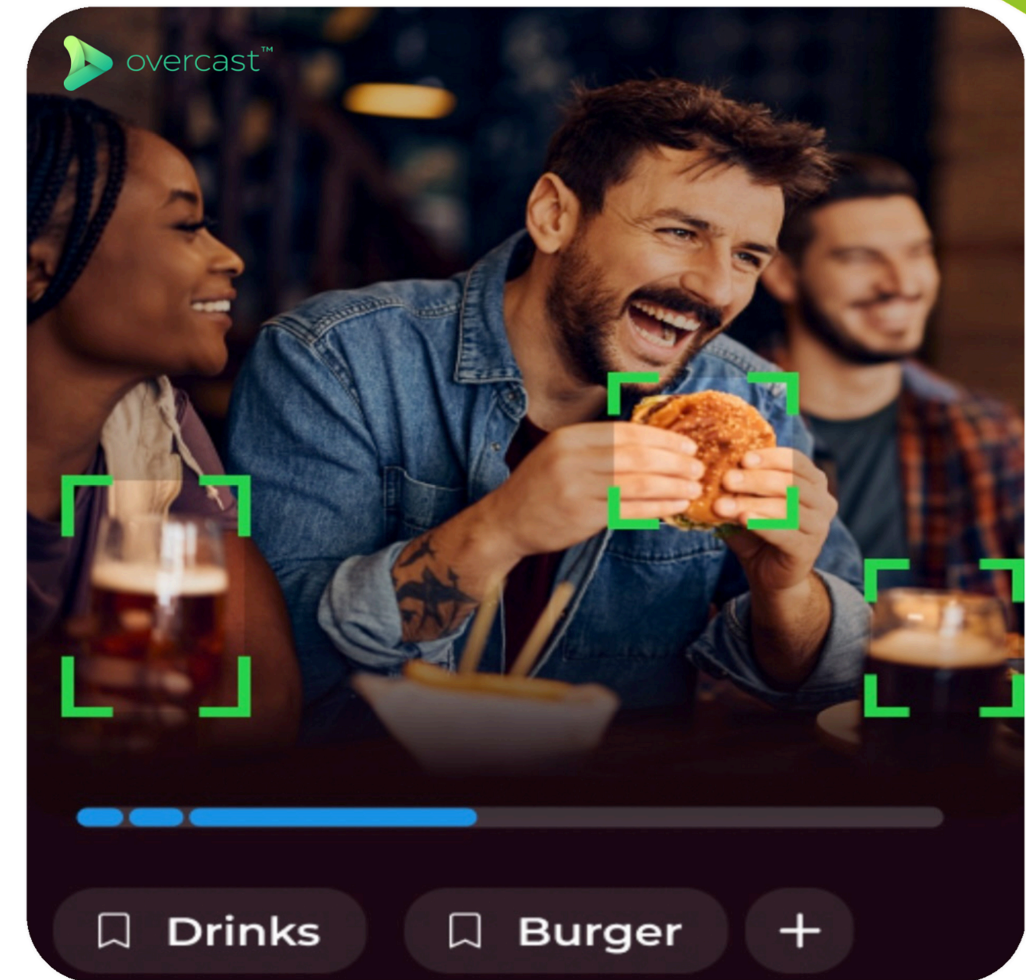
Overcast HQ is a next-generation, AI-powered composable media cloud designed to transform how enterprises manage, store and distribute video and digital content. Whether you're in media & entertainment, retail, CPG, financial services or corporate communications, Overcast enables teams to streamline workflows, optimise costs and enhance collaboration at scale.





THE CHALLENGE: WHY TRADITIONAL CONTENT WORKFLOWS FALL SHORT

As video and digital content become essential for business operations, traditional Digital Asset Management (DAM) tools, local storage and fragmented workflows create major inefficiencies:

-  **Slow Content Discovery**
Finding the right assets is time consuming.
-  **Siloed Teams & Tools**
Disconnected systems slow collaboration.
-  **Storage Overhead & Costs**
Unused content takes up expensive storage.
-  **Security & Compliance Risks**
No control over asset governance.



 www.overcasthq.com
 sales@overcasthq.com



THE OVERCAST SOLUTION: A COMPOSABLE MEDIA CLOUD

Overcast HQ provides a modular, AI-powered platform that seamlessly integrates with existing workflows, helping brands scale content management, enhance discoverability and improve operational efficiency.

1

Creative video cloud

- Adobe Premiere Panel Integration for direct cloud-based editing.
- Cloud rendering to accelerate post-production workflows.
- Supports 1,200+ file formats, including 3D & RAW.
- Storage Gateway to unify on-premise and cloud storage.

2

Live video cloud

- Live ingest & AI-powered metadata tagging for real-time processing.
- Automated multi-platform distribution to OTT, social, and web channels.
- Scalable live content workflows for global audiences.

3

Video experience cloud

- AI-driven personalisation for content recommendations.
- Smart search & discovery with AI-tagged metadata.
- Enterprise compliance & rights management to protect assets.
- Omnichannel content delivery across web, mobile, and e-commerce platforms.

WHY LEADING ENTERPRISES TRUST OVERCAST HQ?



ROYAL
OPERA
HOUSE

Royal Opera House

Selected By MovieLabs As A Leading Example
Of Cloud-Based Media Orchestration.

YETI[®]

Yeti Coolers

Unlocked Seamless Collaboration Between
Marketing & Creative Teams.

DIAGEO

Diageo

Transformed Retail Content Workflows For
Enhanced Engagement.

THE OVERCAST ADVANTAGE: WHY WE STAND OUT



AI-Powered Search & Automation

Instantly find and repurpose content with intelligent metadata tagging.



Composable Architecture

Deploy modular, scalable solutions tailored to industry needs.



Seamless Remote Collaboration

Enable global teams to work faster with centralised access.



Scalable, Adaptive Cloud Storage

Reduce costs and manage high-resolution content at scale.



Enterprise-Grade Security & Compliance

Meet regulatory requirements and control content rights.



Faster Time-To-Market

Automate workflows to reduce approval cycles and accelerate distribution.

KEY SAVINGS & BUSINESS GAINS



30-50% Faster Content Production

Saving 4+ hours per week per person = 400+ hours/week saved for a 100-person team (equivalent to 10 full-time employees).



\$500K+ Annual Cost Savings

Reduced reliance on external agencies and improved productivity, saving \$500K - \$1M per year.



Campaign Execution In Half The Time

Eliminating approval and file retrieval delays, enabling \$1.75M+ in additional revenue gains annually.



60% More Asset Reusability

Improved searchability and version control, saving \$200K+ annually on content production costs.



Reduced Compliance Risks

Avoiding \$100K+ in potential penalties from expired or unapproved asset misuse.

Team Size	Time Savings & Productivity Gains	Faster Time-to-Market (Revenue Gains)	Reduced Content Waste & Cost Savings	Compliance & Risk Management	Total Estimated Impact
25	\$125K - \$250K	\$437K+	\$50K+	\$25K+	\$600K - \$750K+
50	\$250K - \$500K	\$875K+	\$100K+	\$50K+	\$1.2M - \$1.5M+
100	\$500K - \$1M	\$1.75M+	\$200K+	\$100K+	\$2.5M - \$3M+
200	\$1M - \$2M	\$3.5M+	\$400K+	\$200K+	\$5M - \$6M+
500	\$2.5M - \$5M	\$8.75M+	\$1M+	\$500K+	\$12.5M - \$15M+

1-WEEK ROI: SPEED & EFFICIENCY IN ACTION



Monday
Agree Contract



Wednesday
Launch Platform



Friday
Edit & Ship First Content



**ACHIEVE ROI IN
JUST ONE WEEK!**