## **D2C VIDEO GATEWAY** Normalize any Live Linear or Live Event Content

#### Manage Variability of Source Content at Scale with Support of 17+ Protocols, Normalization of any Encoding Format and any PID Structure

Distribution platforms need to flexibly onboard live content channels from a diverse network of content partners with complex arrays of delivery methods, large differences in quality and stream consistency and varied mechanisms to protect and monetize programming. As a modular D2C video gateway Zixi's Software-Defined Video Platform (SDVP) continuously validates live channel quality and compliance, normalizes content partner feeds to match downstream production workflow requirements, centralizes channel management and delivers real-time actionable insights that video teams require to efficiently scale operations.

#### Receive and Normalize Content from any Provider over any IP Network using any Industry Protocol

The SDVP is the only live streaming software platform that offers users a wide range of protocols in addition to the pioneering Zixi protocol for the delivery of live video. The Zixi protocol is congestion and network-aware, dynamically adjusting to varying network conditions with advanced forward error correction techniques enabling error free video over any IP network.

While most users rely on the Zixi protocol for transport, the SDVP accepts all industry protocols and containers from other vendors, standards and open-sourced initiatives (including NDI, RIST, SRT and more) so you can choose the right transport mechanism to fit your specific workflow needs. The SDVP enables universal ingest that can pull content from content partner origins, connect to hosted meet-me-rooms or setup target entry points for content partners to publish to, across all supported delivery protocols.



### **D2C VIDEO GATEWAY**



#### A Single D2C Video Gateway to Standardize and Futureproof Workflows

When all these features and functionality are leveraged together, the SDVP establishes access to a wide network of capabilities that simplify all video operations. The SDVP D2C Video Gateway enables video operations teams to engage faster and with far fewer resource costs, delivering the scale, performance and agility that D2C platforms require. The D2C Video Gateway is driven by a simple philosophy: users should be able to receive a signal in any protocol, process into any format and deliver to any target.

With the SDVP distributors can manage the ingestion of live linear and event programming, conforming to their existing workflows so that they can deliver to regional, national and global audiences simply and efficiently. The SDVP includes:

#### Universal Acquisition & Compliance Validation

Reception of live linear content from any content provider over any IP network using any protocol. Deep analysis to validate compliance, trigger normalization or quarantine feeds before they impact downstream workflows.

#### **Content Normalization**

Once ingested, live linear content can be modified as necessary including protocol conversion, PID mapping and PID filtering to match your downstream workflows.

#### Live Transcoding

The SDVP can also provide live transcoding if your normalization requirements include standards conversion, changes in framerate, bit rate or encoding format and packaging to IPTV and OTT standards.

# Maintain Visibility and Control Over Complex Live Video Supply Chains from your Content Provider Partners

As content moves across broadcast workflows, the SDVP ensures quality reception and visibility into your media ingestion supply chain. Zixi's video solutions stack provides robust content quality, transport, and network analytics that allow engineers and operators to ensure that streams maintain broadcastquality. The Video Solutions Stack also provides enhanced tools to normalize live linear content to match your ingestion workflows including protocol switching, PID mapping and filtering, standards conversion and transcoding including AVC and HEVC and auto-slating.

With Zixi's ZEN Master control plane, users can cost-effectively manage and monitor complex deployments at scale and configure and orchestrate live broadcast channels across protocols and the Zixi Enabled Network. ZEN Master allows for control of the edge, network, and cloud with full telemetry visualization of network streams. It offers essential monitoring and management tools like workflow visualization, alerting, history, automation, scheduling, reporting, and



ZEN Master

root cause analysis across complex media supply chains. As part of ZEN Master, Zixi's Intelligent Data Platform aggregates 3 billion data points a day from across the Zixi Enabled Network and uses advanced analytics, machine learning, and Zixi's unique video telemetry data to provide alerts based on patterns and insights that help media companies streamline broadcast operations by focusing their resources to fix errors before they occur and reduce costs from root cause analysis.

The Zixi Enabled Network of over 400+ integrated partners from cameras, encoder/decoders, forensic watermarking systems, editing platforms and playout systems. This unrivaled network allows Zixi users to integrate seamlessly with hundreds of software and hardware partners providing live video solutions, with the ability to monitor and manage the UIs of integrated systems from within ZEN Master.

#### ABOUT ZIXI

Zixi provides a cloud based and on-premise Software-Defined Video Platform enabling the management, orchestration, monitoring, and delivery of broadcast-quality live and live linear video over any IP network, protocol, cloud provider or edge devices to broadcasters, enterprises, over-the-top video providers, and mobile service providers around the world. Over 14+ years, the Zixi Enabled Network (ZEN) of partners has grown to over 300 OEM and service providers with whom Zixi serves well over 700 customers representing most of the top media brands around the world with 20,000+ channels delivered daily. www.zixi.com | sales@zixi.com