



Cerberus Tech and Zixi Offer Cost Effective, Flexible and Scalable Video Distribution Services for Modern Applications

FULLY MANAGED DISTRIBUTION OF LIVE LINEAR CONTENT

AT A GLANCE

CERBERUS SOLUTIONS WITH ZIXI INTEGRATION

Network 1 – Multi cloud ‘always on’ global distribution service that delivers live linear TV channels to global affiliates and channel partners

Livelinek – IP cloud teleport solution for moving content from source to destination without reliance on expensive, traditional infrastructure.

IO – Point-to-point and point-to-multipoint broadcast delivery application built using the power of docker that enables automatic switching between open video transport stream protocols

KEY FEATURES:

- Cost effective fixed pricing for delivery to any region globally
- Global distribution network
- Best-in-class transport stream protection and optimization
- Affiliate onboarding services
- 24/7 managed service (point to multipoint) and support
- Cloud-based video service, network monitoring, alerting and transcoding
- Zixi is activated by a license purchased through Cerberus
- Fully integrated with Zixi’s ZEN Master

A RELIABLE AND COST-EFFECTIVE DISTRIBUTION SOLUTION THAT OFFERS COMPLETE SERVICE PROVISION AND OWNERSHIP

To deliver live linear TV services to global affiliates, content owners and broadcasters often need a cost-effective solution that can reliably replace or supplement traditional fiber and satellite delivery methods.

Whether used to replace satellite, to try new regions, to deliver services to affiliates in areas not covered by the satellite footprint, or just as a backup option, Cerberus Tech offers a cost-effective fully managed distribution service, based on best-in-class IP-based distribution technologies.

From source to destination Cerberus Tech provides all hardware, engineering services, cloud platforms, on boarding, logistics, 24/7 management, monitoring and support. Cerberus has been delivering its managed services using Zixi and other best-in-class cloud platforms for over 5 years with a 100% customer retention rate for ongoing services.

LIVELINK – IP CLOUD TELEPORT SOLUTION

Cerberus Tech’s **Livelinek** is the ideal IP cloud teleport solution for moving content from source to destination without reliance on expensive, traditional infrastructure. From news segments to sports coverage, special events or on-location activity, the world demands live content and Livelinek delivers it.

NETWORK 1 – ALWAYS ON GLOBAL DISTRIBUTION

Cerberus Tech’s **Network 1** is a multi cloud 24/7 ‘always on’ global distribution managed service that delivers linear TV channels to global affiliates and channel partners. To protect the content in transit, Network 1 uses Zixi’s transport stream technology. Network 1 allows customers to deliver their linear TV channels to all global affiliates ensuring higher than 5 9s availability and uptime to all partners.

More flexible, scalable and cost effective than satellite and fiber, Network 1 and Zixi’s joint solution offers secure, reliable transport, allowing content owners to focus on their business of creating content while knowing that their channel delivery is in safe hands.

IO – A FULLY INTEROPERABLE IP SWITCHING TOOL

The **IO** application can be used for either sending or receiving or can sit in the middle as a broadcasting device, acting as a central hub for distribution of content. Able to be used on any underlying environment, it can be used to bring in feeds in any supported format and convert between them for delivery direct to channel partners, broadcasters, CDNs, OTT, as well as global head ends. With IO, customers can contribute or accept feeds from the Zixi ecosystem for secure, reliable open delivery over IP networks, including the public internet.

KEY ZIXI BENEFITS

- **Reliability** – Contribute source streams with 99.999+% broadcast reliability; hitless failover provides redundant transmission options for higher reliability and disaster recovery
- **Low Latency** – With network adaptive Forward Error Correction and recovery, proven sub 1 second live linear latency
- **Security** – Zixi provides best-in-class security enhanced with DTLS and AES standards-based protection
- **Interoperability** – Zixi is compatible with the largest ecosystem of encoding devices and contribution sources
- **Centralized Management** – ZEN Master can provide a centralized view of the entire Zixi-enabled contribution and distribution network

END-TO-END PROTECTED CONTRIBUTION LEVERAGING ZIXI

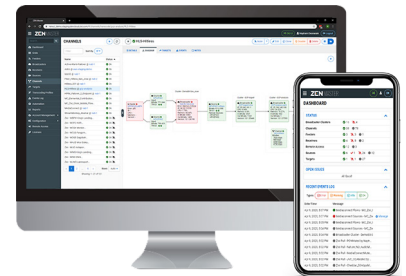
With the industry leading Zixi protocol, the Software-Defined Video Platform (SDVP) is the only solution that can provide five and six nines availability utilizing patent pending sequenced hitless and bonded hitless failover over mixed IP networks such as internet, fiber, satellite and cellular.

The Zixi protocol is a resilient congestion and network-aware protocol that adjusts to varying network conditions and employs patented, dynamic Forward Error Correction techniques for error-free video transport over IP with 99.999+% uptime at minimal latency. With minimum overhead to physical bandwidth, the Zixi protocol removes jitter, recovers and re-orders packets, smooths video delivery enabling the streaming of broadcast-quality video over any distance, while overcoming the varying network conditions of unmanaged networks.

Zixi's Video Solutions Stack provides essential software tools and core media processing functions that allow for transcoding, auto-slating and time-shifting over multiple transmission paths and bitrate adaptation to ensure reliability over any IP network and any protocol.

SIMPLE STREAM CONFIGURATION, ORCHESTRATION AND MONITORING AT SCALE WITH ZEN MASTER

ZEN Master, Zixi's virtual control plane, allows users to securely orchestrate, manage and monitor broadcast quality, low latency live video workflows from anywhere in the world. Providing full telemetry of streams, ZEN Master offers essential tools like workflow visualization, alerting, history, automation, scheduling, reporting, and root cause analysis across complex media supply chains.



Zixi's ZEN Master UI

KEY ZEN MASTER BENEFITS

- **Multi-Cloud Infrastructures** - (AWS, GCP, Azure) allow for agile scalability
- **Root Cause Analysis** - Detection and isolation across streams and environments
- **Automation** - Schedule a set of tasks and run them with a single click
- **Enhanced Reporting** - Granular reporting provides key data, including usage reports, status summaries, and up-time and outage reporting
- **Monitor Global System Health** - Confirm QoE and QoS – ZEN Master offers TR101, Content Quality Analytics, Business Impact Analytics, AI Quality Scoring
- **Access to Zixi's Intelligent Data Platform** - Use advanced analytics, AI and ML to digest historical and real-time data and alert on stream health before issues occur

ABOUT CERBERUS TECH Cerberus Tech Ltd operates a truly global IP video delivery network, leveraging the very latest in technology to deliver content anywhere in the world. Whether it is the transmission of live content streams or 24/7 managed services, Cerberus Tech's vast expertise and commitment to cost-effective, reliable and future-proof solutions means that customers are in safe hands. info@cerberus.tech

ABOUT ZIXI Zixi provides the cloud based and on-premises Software-Defined Video Platform (SDVP®) that enables reliable broadcast-quality video delivery over any IP network, any protocol, any cloud provider and any edge device. The company offers technologies for broadcasters, enterprises, over-the-top video providers, sports leagues, service providers, cable operators and Telcos around the world, giving them the lowest TCO in the industry. Many of Zixi's clients are delivering and managing thousands of streams, and there is no other alternative in the market that can provide 99.999+% reliability at scale. Zixi simplifies building and managing congestion-aware live video routes on any network, with support for 18-protocols across any operating environment, with products that are purpose built to provide market leading performance, universal interoperability and an operational control plane that simplifies management and orchestration at scale. With 15+ years of innovation and expertise, the Zixi Enabled Network has grown to over 1000+ media customers and 400+ OEM and service providers that deliver 20,000+ channels daily, with 110,000+ deployed instances in over 120 countries, gathering over 9 billion data points a day while delivering over 100,000 live sporting events a year. This powerful ecosystem of the largest media organizations in the world exchanging live video allows for the creation and acceleration of new content acquisition, business models, and opportunities to reduce cost and generate revenue. www.zixi.com | sales@zixi.com