



# iOIo Leverages Zixi to Offer Automation & Orchestration Solutions that Unleash the Full Potential of the Cloud

## ZIXI-INTEGRATED AUTOMATION FOR AWS MEDIA SERVICES

### AT A GLANCE

#### iOIo SOLUTIONS WITH ZIXI INTEGRATION

- **Live Workflows** – An automation and orchestration layer for AWS Media Services that enables the full potential of the cloud via an intuitive and easy-to-use interface and APIs
- Can be combined with other iOIo services such as cloud-based channel playout and VOD processing unmanaged networks.

#### KEY FEATURES:

- **Live Event Automation & Orchestration** – Quickly create broadcast channels and live events
- **Channel Playout** – Program live linear channels for OTT distribution
- **Content Syndication** – Deliver instant highlight clips and syndicate to social networks, content partners, and more
- **Insights and Controls** – Comprehensive dashboards and meaningful insights.
- **Server-Side AD Insertion** – Precise targeting based on multiple factors
- **Simplified Deployments** – Full feature set of AWS Media services and AWS Elemental Cloud without the complexity
- **Flexible Pricing** – Custom pricing options for encoding time, storage, delivery, distribution and AD insertion on a per customer basis

### LEVERAGING AWS MEDIA SERVICES WITHOUT COMPLEXITIES

Broadcasters require scalable and cost-effective solutions to process and distribute live linear channels in multiple OTT formats, expanding monetization with server-side AD insertion, but contracting with multiple vendors to do so can be time consuming and costly. With iOIo's SaaS platform Live Workflows, customers can easily choose, define, schedule, and provision end-to-end encoding and distribution workflows based on AWS Media Services and Zixi workflows, while reducing CAPEX and OPEX.

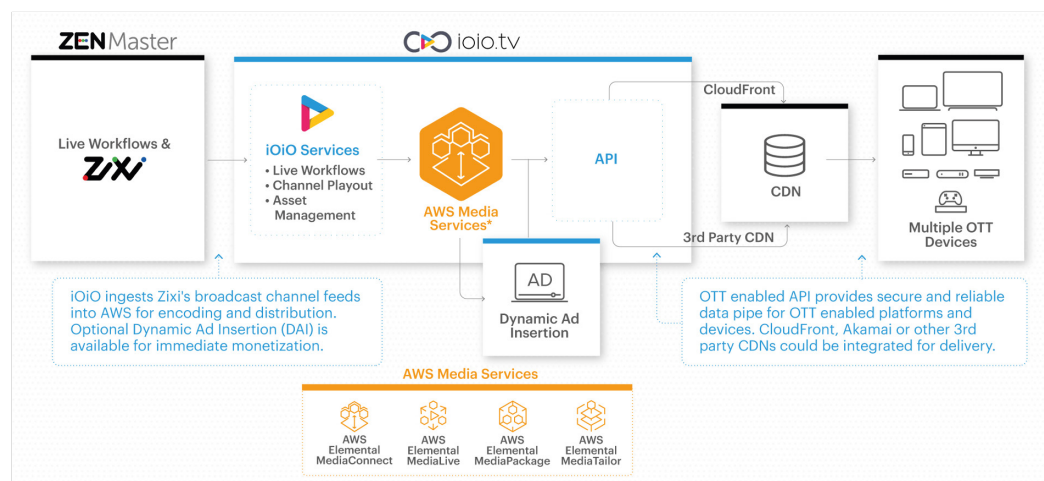
### iOIo COMBINES THE ADVANTAGES OF AWS ELEMENTAL WITH ZIXI'S RELIABILITY AND RESILIENCE

iOIo has partnered with the Zixi Software-Defined Video Platform to enable any Zixi transport stream to be easily fed into its cloud workflow. By using Live Workflows' interface and APIs, Zixi-enabled customers can take advantage of the full feature set of AWS Media Services with minimal changes in their existing Zixi workflows, preserving the reliability and resilience benefits offered by the Zixi protocol.

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 99.9999% uptime. It provides bandwidth efficiency and enables encoder backpressure, with ultra-low latency delivery (sub 300 ms). Zixi's protocol employs SMPTE 2022-7 to allow higher reliability by leveraging multiple network paths to transport video, and can recover from up to 45% packet loss, enabling the secure streaming of broadcast-quality video over any distance.

In addition to Zixi transport, Live Workflows offers flexible and advanced ABR encoding, server-side ad insertion, and a choice of CDNs that enables clients to seamlessly encode and distribute feeds to a wide variety of platforms and partners at scale.

#### IOIOTV & ZIXI WORKFLOW EXAMPLE





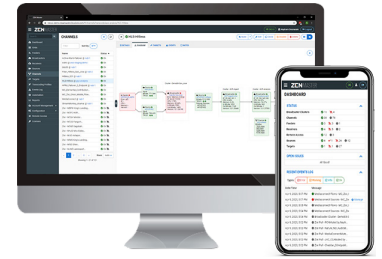
## KEY ZIXI BENEFITS

- **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

## SIMPLE STREAM CONFIGURATION, ORCHESTRATION & MONITORING AT SCALE WITH ZEN MASTER

iOiO's ZEN Master Certified solution integrates directly with ZEN Master, Zixi's cloud-based control plane that allows for the simple configuration, orchestration and monitoring of the Zixi integrated devices and appliances that are part of the video transport network.

iOiO's integration automatically creates an AWS delivery Endpoint within ZEN Master. The AWS endpoint is configured on the iOiO platform to transcode, insert ads and deliver the OTT stream to the customer's CDN.



Zixi's ZEN Master UI

## KEY ZEN MASTER BENEFITS TO IOIO USERS INCLUDE

- **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

## EASILY EXPAND WORKFLOWS TO AWS WHILE MAINTAINING CONTROL & MINIMIZING EXPENSES

ZEN Master controlled workflows are perfectly complimented by iOiO Live Automation. When using ZEN Master to manage workflows, customers can easily use iOiO to ingest their feeds into AWS for dynamic ad insertion, encoding and distribution, while guaranteeing the same SLAs they have with Zixi.

Using iOiO and ZEN Master, customers can leverage the benefits of a cloud-based control plane that removes the necessity of on-prem hardware infrastructure and large operations teams, and easily allows companies visibility at scale while reducing CAPEX and OPEX expenditures.



## ABOUT IOIO

iOiO provides automated solutions for creating end-to-end video workflows by utilizing the power of AWS Media Services and cloud scalability. With over 12 years of experience in video, iOiO exposes an intuitive user interface and powerful API for any service integrator. Live Streaming, Channel Playout, and VOD encoding workflows that meet modern OTT and broadcaster needs More information about iOiO can be found at [www.ioio.tv](http://www.ioio.tv)

## 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](http://www.zixi.com) | [sales@zixi.com](mailto:sales@zixi.com)