



BLACKBIRD

# Blackbird Integrates Zixi to Help Content Producers Perform Live Edits and Publish Immediately to Everywhere

## ZIXI-INTEGRATED CLOUD VIDEO EDITING AND PUBLISHING

### AT A GLANCE

#### BLACKBIRD SOLUTIONS WITH ZIXI INTEGRATION

**Blackbird Edge** – Foundational technology to accelerate the visibility, immediacy and manipulation of video content for workflows across the media supply chain.

**Blackbird Editor** – Powerful, lightning fast cloud-based video editor with precision, frame-accurate control, enabling multiple workflows for enrichment, logging and editing.

#### BLACKBIRD KEY FEATURES:

- Immediate, frame-accurate video access
- Edit frame-accurately remotely from anywhere in a browser
- Create clips, highlights and long form content
- Publish in seconds to social, web, OTT and other platforms
- Runs on just 2Mb/s bandwidth
- Scale effortlessly
- Fully-featured professional editing suite
- Audio tools to support full multichannel operations
- Support for up to 12 video tracks and 32 audio tracks
- Realtime video and audio transitions
- Direct voice over
- Subtitles and Closed Captions to comply with international standards
- Automated overlays, pre-rolls and post-rolls

### VIDEO EDITING AND DISTRIBUTION CHALLENGES SOLVED WITH A CLOUD-NATIVE END-TO-END SOLUTION

For today's content providers and broadcasters of live news, sports and esports, the rapid capture, editing and publication of live content has never been more essential. Blackbird has partnered with Zixi to provide a cloud-native end-to-end video editing and distribution solution. The Blackbird-Zixi integration allows for the real-time ingest of live video, and then lightning-fast video viewing, editing and immediate publishing of content. With this joint solution, content providers can produce professional live edits and deliver content to their audience ultra-fast.

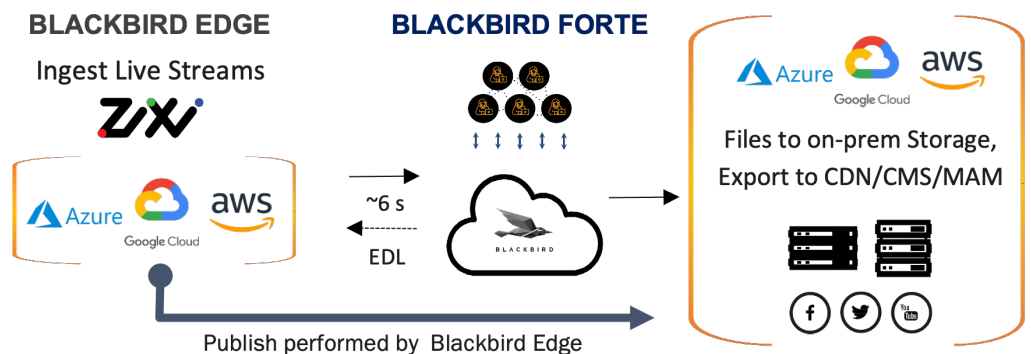
### BLACKBIRD CLOUD-BASED EDITING TOOLS

Blackbird's powerful cloud-native editor is the only professional video editor developed specifically for the browser, offering significant productivity and efficiency benefits. The unique and patented Blackbird codec allows video production teams to manage video like no other solution - enabling rapid, optimized video viewing, editing and distribution by anyone, anytime, anywhere. Ideal for remote production, this fully-featured editor is easy to learn and requires just 2Mb/s of bandwidth to use.



### AN ECONOMICAL, EFFICIENT SOLUTION FOR THE FUTURE OF MEDIA CAPTURE AND DISTRIBUTION

The Zixi and Blackbird joint video solution provides a flexible, cost-effective deployment for optimal video quality and the best editing possible in the cloud. The end-to-end cloud native approach offers substantial cost savings to publishers of live events. Instead of spending CAPEX on equipment that needs to be shipped onsite then becomes idle when not being used, they can now produce live events with cost-efficient cloud-based services remotely from anywhere.



## 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

## BEST-IN-CLASS RESILIENT & RELIABLE TRANSPORT

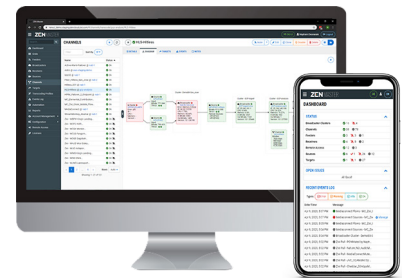
Blackbird users can leverage key elements of the Zixi Software-Defined Video Platform to transport broadcast-quality live video into Blackbird Edge: the Zixi protocol, video solutions stack and ZEN Master control plane.

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 at minimal latency. It provides best-in-class security with DTLS and AES encryption, allows for protected multicast transport, provides bandwidth efficiency and enables encoder backpressure. The Zixi protocol removes jitter, recovers and re-orders packets, smooths video delivery enabling the streaming of broadcast-quality video over any distance.

The Zixi video solutions stack provides essential software tools and core media processing functions that allows for transcoding, auto-slating and time-shifting over multiple transmission paths and bitrate adaptation to ensure reliability over any IP network, any protocol, and any cloud provider.

## 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 BENEFITS TO ZIXI & BLACKBIRD'S JOINT SOLUTION

- **Speed and Agility** - Virtualize your workflows to leverage cloud efficiencies and an unbeatable speed to market
- **Cost Savings** - Highly efficient scalable technology, which is applicable to remote workflows, with low training and hardware costs
- **Market and Monetize** - Rapid editing and publication of clips enables quicker distribution to market, for greater audience engagement and retention, which leads to greater monetization opportunities
- **Quality** - Broadcast quality outputs and a robust and efficient editing toolset allow for superior QoS and QoE
- **Video Everywhere** - Edit from anywhere and deliver to any endpoint with ease, from web, to mobile, to social, to broadcast and to OTT platforms

**ABOUT BLACKBIRD** Blackbird is the world's fastest, most powerful professional cloud video editing and publishing platform. Enabling remote production, Blackbird provides rapid access to video content for the easy creation of clips, highlights and longer form content to multiple devices and platforms. A fully featured editor accessed through any browser, easy to learn and needing only limited bandwidth to use, Blackbird powers significant productivity and efficiency benefits for any enterprise organization working with video. An ultra-green technology, Blackbird supports the sustainability goals of the media production industry. [commercial@blackbird.video](mailto:commercial@blackbird.video)

**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)