HIGHLIGHTS

THE CHALLENGE

- High costs and significant limitations with satellite delivery
- Limited operational flexibility
- Substantial investment in existing hardware infrastructure

THE SOLUTION

- Zixi's software platform paired with partner network to facilitate seamless transition to IP
- Network agnostic bonding technology with patented hitless failover technique
- Reliable and error-free content delivery over lossy IP networks

Zixi Helps Reliably Distribute Content to Hundreds of Affiliates over IP

For decades, broadcasters have relied on satellite as the primary method for content delivery. However, with a significant portion of the C-band spectrum being reallocated to support terrestrial 5G expansion, satellite capacity is shrinking, making it an unsustainable long-term solution. Satellite distribution also includes significant recurring expenses for leases and maintenance. As a result, content owners are actively exploring alternative methods to ensure reliable content transport while reducing costs and improving operational efficiencies in an increasingly competitive landscape.

IP delivery has emerged as a cost-effective and flexible alternative to satellite distribution for live content. With IP networks being more widely available, broadcasters can leverage IP-based distribution to unlock new monetization opportunities while gaining deeper insights into transport networks. Beyond targeted delivery, IP systems offer scalability to accommodate future streaming demands. For affiliate distribution, the cloud-based architecture of IP solutions enables efficient resource utilization and seamless software scalability, unlike the rigid infrastructure of satellite and fiber networks.

Despite its advantages, IP-based delivery presents challenges such as packet loss, control, and orchestration, which have historically raised concerns among broadcasters. Zixi's software platform addresses these challenges, empowering broadcasters with low-latency, high-quality, and reliable content delivery at scale, even over unpredictable IP networks.

> ## "SATELLITE DISTRIBUTION INCLUDES SIGNIFICANT RECURRING EXPENSES FOR LEASES AND MAINTENANCE AND TRANSITIONING TO IP HAS ELIMINATED THESE COSTS, FULLY COVERING OUR INVESTMENT IN THE NEW SYSTEM."
>
> – Chris Buchanan
> VP of Engineering at Estrella Media

Estrella Media, a subsidiary of MediaCo, is dedicated to content that resonates with Hispanic communities, serving as both a cultural and informational bridge. Reaching audiences across broadcast and digital platforms, the company is known for its diverse programming, including news, entertainment, sports, reality shows, and music content tailored for a predominantly Hispanic audience. As one of the largest producers of Spanish-language original video and audio content in the U.S., much of Estrella Media's programming is created in its own Burbank studios. Its content is distributed nationwide through owned-and-operated (O&O) stations, affiliate networks, and partnerships with other broadcasters, as well as cable providers.

HIGHLIGHTS

RESULTS

- Seamless delivery to affiliates, MVPDs, and MSOs
- Achieved operations agility to readily expand distribution partners
- Smooth integration with existing infrastructure
- Zixi's expertise in IP delivery ensures efficient execution
- End to End visibility in delivery infrastructure with ZEN Master
- Reduced total cost of ownership (TCO)

THE CHALLENGE

Estrella historically depended on satellite to distribute its content feeds across stations, affiliate networks, and partners. While effective, satellite delivery posed significant limitations and high costs including lack of visibility into QoS & little to no telemetry. To support its broader strategy of delivering high-quality broadcasts, Estrella sought to improve both cost efficiency and operational flexibility.

The engineering team was tasked with leading the transition from satellite-based distribution to an IP-driven workflow. However, a key challenge was the extensive existing hardware infrastructure already deployed at affiliate stations and broadcast partners. Replacing this equipment would have been both financially and technically daunting. As a result, the ideal solution needed to be not only cost-effective but also capable of utilizing their current infrastructure.

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"SATELLITE SERVED US WELL FOR MANY YEARS, BUT EVOLVING VIEWER HABITS AND THE CHANGING DYNAMICS OF CONTENT DELIVERY DEMANDED GREATER AGILITY AND ADAPTABILITY. IP HAS BECOME THE CLEAR PATH FORWARD."

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THE SOLUTION

"Zixi provided a cost-effective IP delivery solution with advanced monitoring and control including bonding and patented hitless failover ensuring reliable, error-free content delivery. Its extensive partner network including native integration with downstream IRDs enables a seamless, hassle-free transition to modern delivery methods."

Estrella embraced Zixi's IP-based distribution to replace satellite, leveraging widely available public IP networks for primary content delivery. A key factor in this transition was Zixi's robust feature set, including ZEN Master, which provides operators with centralized control, monitoring and orchestration over all connected devices across their ecosystem. This platform provides deep visibility and performance metrics for every stream and endpoint, acting as a comprehensive health monitoring system for the entire operation. With ZEN Master, Estrella can proactively manage its delivery network, quickly diagnose issues, add new affiliates and maintain seamless content distribution—serving as the backbone that keeps everything running smoothly.

The Zixi partner ecosystem includes media companies and integrated technology partners, enabling seamless live video exchange and driving new content acquisition, innovative business models, and revenue growth. Estrella's transition to IP was easy and simple since their affiliates could repurpose existing IRDs with the help of an integrated partner. With a basic software update and an internet connection, these IRDs seamlessly integrated with Zixi, enabling Estrella to reach over 100 locations efficiently and cost-effectively.

THE RESULTS

"By embracing cloud-based IP distribution, we've gained the flexibility and cost efficiency necessary to stay competitive while delivering a more customized experience for our audience."

Ensuring uninterrupted signal delivery is essential for maintaining broadcast quality. Estrella's network connects its broadcast operation centers in Los Angeles and Dallas, and Zixi's inter-cluster and failover capabilities provide automatic stream switching and alternative routing. This ensures broadcasts remain online even in the event of network disruptions, dual server failures, or circuit outages.

"Zixi's expertise and support have been consistently professional and highly responsive. Their technology and incredible team have truly set the benchmark for what's possible in IP video transport."

By moving from satellite to IP, Estrella has achieved significant cost savings, operational efficiencies, and technical advancements, modernizing its content distribution for instance, live soccer broadcasts from Mexico now incur minimal additional costs, allowing Estrella's IP infrastructure to pay for itself within just a few games.

"Within 60 days, we successfully migrated our programming distribution from satellite to IP, and within 90 days, we completed the full transition across all affiliates and owned-and-operated stations."

ESTRELLA DISTRIBUTION WORKFLOW
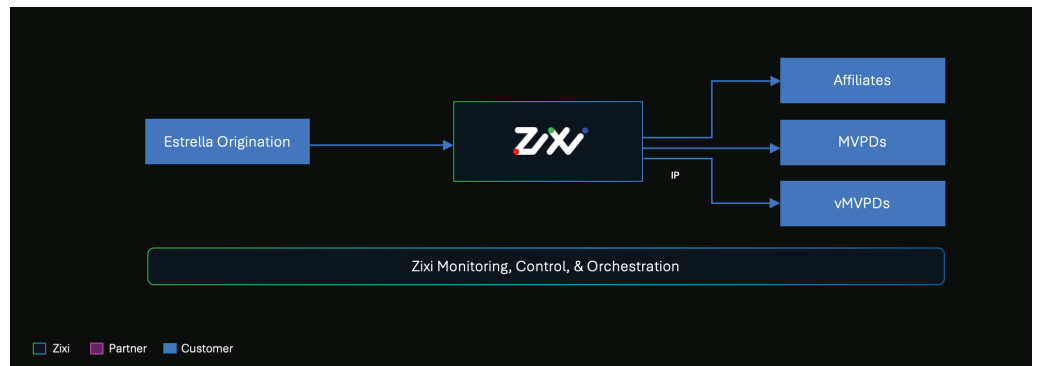
ABOUT

ESTRELLA

Estrella Media is a leading Spanish-language media company and one of the largest U.S. producers of Spanish-language video and audio content. With a library of over 20,000 hours of original content, it powers digital and linear platforms, including EstrellaTV (national broadcast network), Estrella News (24/7 Spanish-language digital news), and Estrella Games (Spanish-language game show channel). Its digital content reaches 4+ billion minutes per month across FAST, AVOD, and streaming platforms. Estrella Media also owns 14 radio stations, the Don Cheto Radio Network (airing on 35 stations), and produces music festivals, concerts, podcasts, and Latin music under Estrella Media Music Entertainment.

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ABOUT ZIXI

Zixi provides award winning software solutions that empower organizations to streamline live video operations, enabling companies to deliver broadcast-quality live video over any IP network, cloud platform, video protocol, or edge device, enabling greater scalability, reach, and agility. By streamlining workflows and optimizing resources, Zixi helps customers reduce cloud compute and egress costs by 50%–70%, unlocking significant operational efficiencies.

Trusted by the world's leading broadcasters, OTT platforms, content owners, service providers, and sports leagues, Zixi's solutions enable reliable delivery of live events, remote production, global content contribution, and seamless live video distribution. With over 15 years of pioneering innovation, Zixi connects over 1,000 media organizations and 400+ OEM and service providers, delivering 20,000+ live channels daily across 120+ countries. www.zixi.com | sales@zixi.com