



Live Event Automated Source Switching & Conditioning

Deliver more live events and reduce costs with automated switching between live event feeds and other sources.

Deliver & monetize more live events, automate, and reduce costs

Challenges:

High Costs

- Technology and operations costs make many events not feasible
- Managing multiple manual operations for dynamic event schedule is expensive and hard to predict

Complexity

- Manually scaling, delivering and monitoring thousands of events and schedules is resource intensive
- Multiple operations need to be managed at scale simultaneously

Limited Flexibility

- Traditional solutions lack the agility required to scale up and down with event needs

Benefits of Live Event Distribution with Zixi:

Monetize More Events

- Deliver & monetize more events due to a predictable lower Total Cost of Ownership (TCO)
- Reduces TCO with software automation

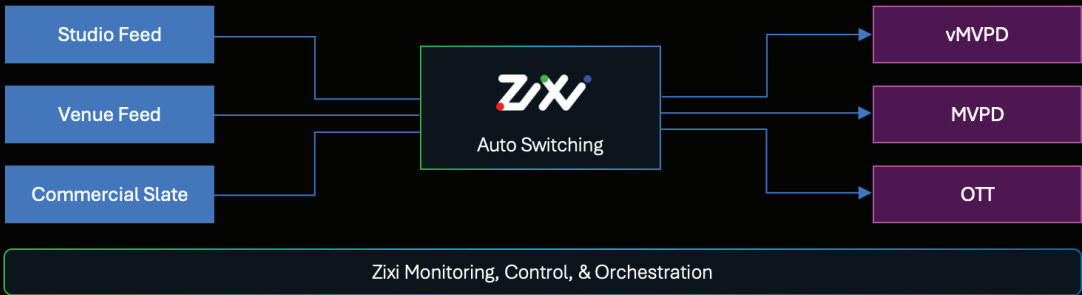
Automation, Scalability, & Reliability

- Manage thousands of live events with automated stream switching, activation, and deactivation in response to dynamic last-minute scheduling
- Automate switching between live event feeds and other sources depending upon the stage of the event (pre-game, post-game, half time, ad breaks)
- Implement automated pre/post-event slating with real-time HTML5 graphics

High Flexibility

- Automate and scale based on your event needs, delivering more events when you need to

Live Event Automated Source Switching & Conditioning Workflow



Zixi Partner Customer

TOP MEDIA COMPANIES AROUND THE WORLD RELY ON ZIXI



ABOUT ZIXI

Zixi provides Emmy award-winning software solutions for delivering broadcast-quality live video over any IP network with unmatched reliability and cost efficiency. Trusted by leading broadcasters and sports leagues for over 15 years, Zixi empowers businesses in today's fast-paced media landscape. Its solutions support multiple live IP video workflows, including content contribution, satellite replacement, B2B distribution, and D2C enablement. Zixi's platform offers advanced automation, management, and security features like end-to-end encryption and blackout control. It ensures cost predictability and operational efficiency, providing 99.999% reliability with patented hitless failover technology. This makes Zixi ideal for high-profile sports broadcasts and 24/7 live linear channels. www.zixi.com | sales@zixi.com