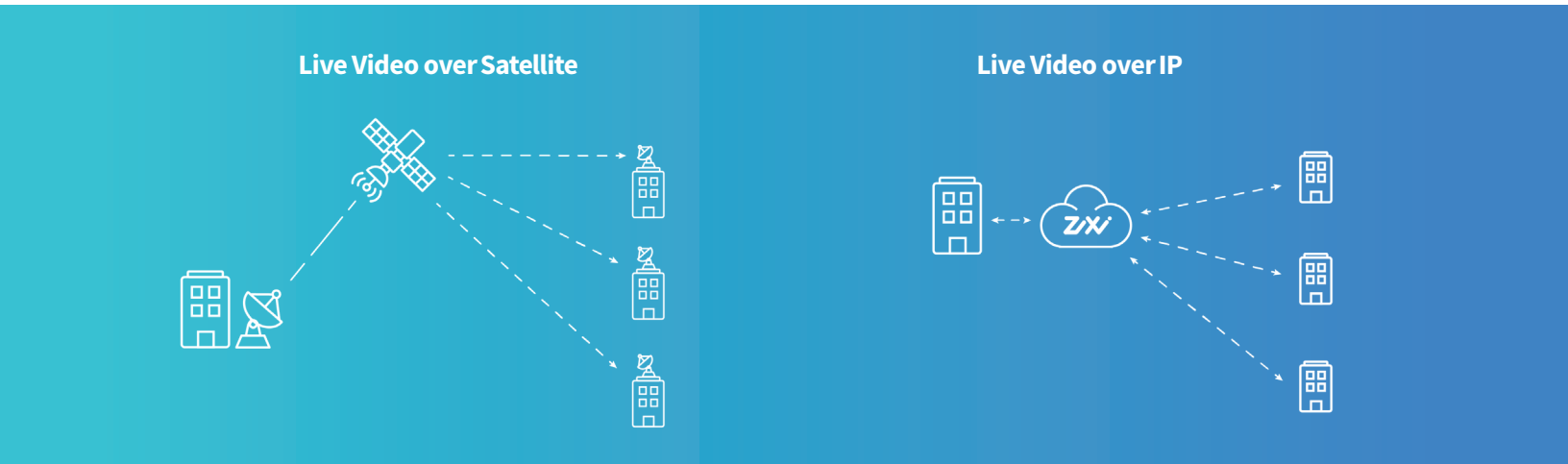**ZIXI**

Satellite Replacement

Reduce costs, improve quality (4K, HDR), deliver more content with high reliability

For Broadcasters:
Deliver higher quality video (4K/HDR) to hundreds of affiliates at a lower cost, without sacrificing reliability

For Cable Networks and Regional Sports Networks (RSNs):
Diversify revenue with the flexibility of adding new channels, localized bundles, and targeted ads, while reducing costs to stay competitive

Live Video over Satellite

Live Video over IP

Satellite Challenges:

High Costs
- High costs of satellite equipment and satellite contracts

Capacity Constraints
- Long lead times to increase capacity
- C-Band capacity was already decreased by 60% and FCC has a proposal to eliminate the remaining 40%

Limited flexibility
- Inability to support higher quality content (4K, HDR) or additional channels without significant incremental investment or add future functionality
- Does not provide bi-directional visibility and control
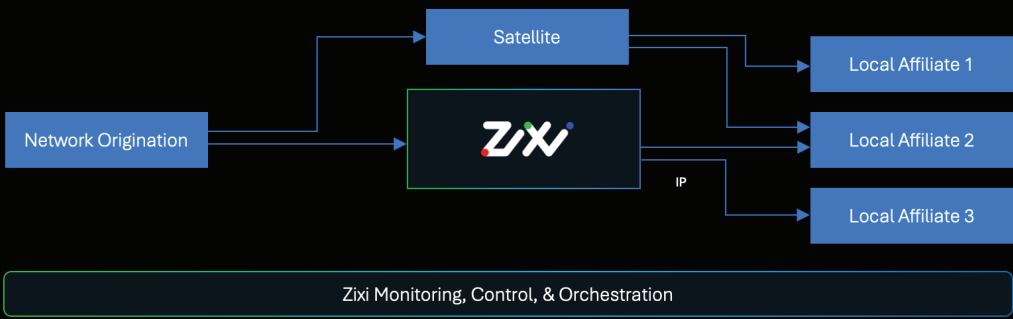
Benefits of IP video with Zixi:

Lower Total Cost of Ownership (TCO)
- Significantly reduces TCO

Scalability & Reliability
- Eliminates capacity constraints by moving to IP
- Achieve 99.999%+ reliability with end to end encryption

High flexibility
- Deliver higher quality content (4K, HDR) and more channels to more locations
- Implement new capabilities quickly
- Re-use your existing IP Receiver Decoders (IRDs) to power your workflow
- Integrate easily with traditional workflows with support for standards for marketing switching and ad insertion using ESNI, ESAM, and SCTE-35
- Gain bi-directional visibility and control with orchestration

Satellite Replacement Workflow

Key Features:

- **Versatile Delivery:** Supports delivery to existing IRDs, vMVPDs, OTT platforms, and cloud environments.

- **Scheduled Content Switching:** Integration with SCTE 224 & ESAM standards enables precise content switching to various regions based on schedules.

- **Stream Normalization:** Includes SCTE manipulation, PID mapping, Demuxing / Remuxing and other stream normalization features for existing distributions

- **Reliable Delivery:** Supports congestion aware advanced error recovery as well as SMPTE 2022-7 or content based hitless failover for reliable delivery

- **Connection Bonding:** Zixi extends service range into remote locations by making the most of any IP network, bonding together fiber, 5G, LTE, point-to-point microwave, consumer-grade cable, DSL, and even LEO satellite – creating reliable links that support high-quality video using existing infrastructure.

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**