ZIXI

Cloud Playout/MCR Enablement

Enable flexible, cloud-native channel origination and live feed management. Ingest live video from any location or production partner, apply automated switching and conditioning in the cloud, and distribute to affiliates, MVPDs, vMVPDs, and OTT platforms with full visibility and control.

Launch more channels, gain operational agility, and reduce costs by virtualizing master control operations in the cloud.

Rapidly onboard live streams from a wide range of sources. Normalize and condition content for consistent downstream delivery while enforcing regional and rights-based policies through cloud-enabled orchestration.

Challenges:

High Costs

- Physical equipment and facilities require high upfront costs
- Satellite, fiber, and fixed on-prem infrastructure are costly to maintain

Ensuring Predictability & Consistency

- Operating across multiple networks introduces inconsistencies and requires more regular troubleshooting and support

Limited Flexibility

- Traditional playout and MCR deployments don't scale easily when requirements change
- Adding new channels or production partners requires lengthy provisioning cycles
- Leveraging remote teams can be impossible

Lack of Real-Time Visibility & Control

- End-to-end stream quality can be difficult or impossible to monitor.

Benefits of Live IP Video with Zixi:

Lower Total Cost of Ownership

- Replace satellite uplinks and dedicated hardware with cloud-native workflows
- Scale operations dynamically with lower infrastructure and personnel overhead

Predictable Consistency

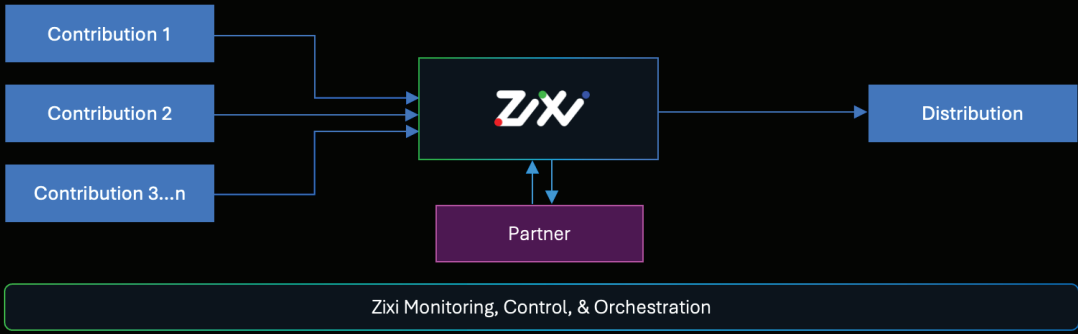- Ensure high quality and reliability across multiple IP networks

High Flexibility Enablement

- Onboard new venues, partners, or production steps with minimal setup
- Ingest live feeds over any IP network, regardless of protocol or source format
- Use policy-based switching, SCTE insertion, and stream normalization to automate complex workflows
- Cloud agnostic, enables flexible multi cloud approach
- ZEN Master can monitor both on-prem and cloud based channels, allowing hybrid and phased transition to the cloud

Bi-Directional Monitoring & Control

- Maintain full monitoring and control with orchestration at every stage with ZEN Master for remote teams

Cloud Playout/MCR Enablement

Contribution 1 → Contribution 2 → Contribution 3...n → ZIXI → Distribution, Partner

Zixi Monitoring, Control, & Orchestration

☐ Zixi   ☐ Partner   ☐ Customer

Key Features:

- Works with existing encoders and IRDs
- Scheduled stream switching with SCTE-224, ESNI, and ESAM
- Stream normalization with PID mapping, SCTE handling, and packaging
- Multi-source ingest and protocol translation
- TAG/MV integration

- TR101, CQA, thumbnails, VLC player integration (probe and preview in the cloud)
- Frame rate conversion
- ZEN Master orchestration with real-time analytics and alerts

TOP MEDIA COMPANIES AROUND THE WORLD RELY ON ZIXI

amagi · Apple · aws · Bloomberg · COMCAST · Disney · SES · WARNER BROS. DISCOVERY

EA · ENCOMPASS · FOX · fuboTV · Music Choice · MLB · sky · wurl

NHL · Paramount · Pixellot · prime video · QVC · Roku · YouTube TV

NETFLIX · NFL · BBC · SINCLAIR · UFC · verizon

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 & fiber 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