



# Ingest, Aggregation, & Normalization

**Aggregate More Channels. Normalize for Predictable Distribution.**

Zixi empowers content distributors to scale their ingest workflows, normalize feeds from any source, and deliver consistent, monetizable streams with reliability and control.

## Challenges:

### Operational Complexity

- Streams from affiliates and partners vary widely in format, bitrate, protocol, frame rate, and quality
- Manual normalization and custom tooling add time, complexity, and maintenance overhead
- Multiple systems to manage and disjointed redundancy configurations - without a single ingest platform, redundancy varies with each content provider

### Limited Flexibility

- Traditional infrastructure and workflows can't keep pace with channel growth or partner expansion

### Inconsistent Monetization Signals

- Unreliable or missing SCTE-35 markers disrupt ad insertion, regionalization, and regional rights enforcement

### Lack of Real-Time Visibility & Control

- Minimal monitoring leads to undetected issues and delayed resolution, increasing risk and operational cost

## Benefits of Live IP Video with Zixi:

### Streamlined Operations

- Consistent stream normalization by converting protocols, adjusting bitrates, and standardizing formats – including PID mapping and SCTE validation – for a clean, uniform output.
- Reduced cost and setup time with protocol-agnostic ingest and automated normalization, eliminating the need for bespoke integrations.

### Flexible & Seamless Scalability

- Ingest thousands of feeds via ZEN Master orchestration, enabling rapid onboarding and centralized management at any scale
- Predictable synchronized delivery

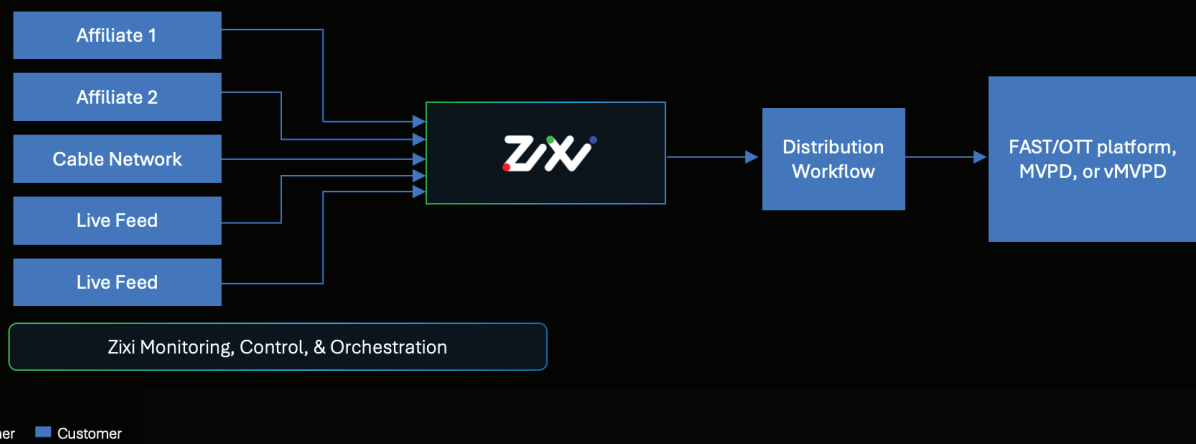
### Monetization Enablement

- Detects, manipulates, inserts and ensures SCTE-35 compliance to support dynamic ad insertion, blackout enforcement, and region-specific monetization strategies.

### End-to-End Visibility & Control

- Provides real-time health diagnostics, compliance monitoring, and trust-boundary enforcement to catch issues before they impact viewers.

### Ingest, Aggregation, & Normalization Workflow



### Key Features:

- Protocol conversion (MPEG-TS over UDP, RIST, RTMP, RTSP, SRT, HLS, and more)
- Transcoding
- SCTE-35 detection, insertion, and standards validation
- Output stream smoothing for internal network handoff
- ZEN Master, cloud-based orchestration and monitoring,

**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 & 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](http://www.zixi.com) | [sales@zixi.com](mailto:sales@zixi.com)