



Station Distribution

Monetize local broadcast content by ingesting live video from thousands of stations to the cloud, normalizing streams, and delivering high-quality 4K/HDR feeds to MVPDs and vMVPDs.

Aggregate content from a large number of local stations into a centralized workflow. Normalize streams to consistent formats and standards, insert regional ad markers or SCTE-35 triggers, and enforce rights policies before distribution to national platforms.

Deliver high-quality, pre-conditioned content streams from on premise or any cloud. Leverage Zixi’s orchestration and trust boundary capabilities to ensure secure handoff, policy enforcement, and format compliance at scale.

Challenges:

Operational Complexity

- Streams from affiliates and partners vary widely in format, bitrate, protocol, and quality
- Manual normalization and custom tooling add time, complexity, and maintenance overhead

High Costs

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

Limited Flexibility

- Adding new affiliates or MVPDs is time-consuming and costly

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

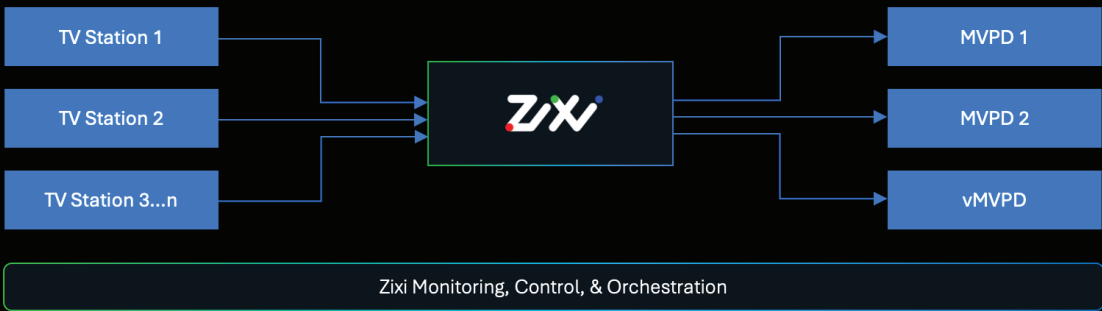
Lower Total Cost of Ownership (TCO)

- Eliminate satellite uplinks and dedicated fiber
- Leverage existing infrastructure - ingest from any IP network
- Scale to hundreds or thousands of stations with significantly improved egress efficiency

High Flexibility

- Rapidly onboard new station feeds or MVPD outputs with minimal configuration

Station Distribution Workflow



Zixi Partner Customer

Key Features:

- Ingest and normalize feeds from thousands of local stations
- Stream conditioning, PID mapping, and SCTE-35 manipulation
- Encrypted transport and trusted handoffs
- ZEN Master-based orchestration and monitoring
- Seamless integration with MVPD and vMVPD platforms

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