



SPOTV Centralizes Sports Distribution on IP

SPOTV operates premium sports channels across Southeast Asia, delivering live content to affiliates where stream quality directly impacts carriage agreements and revenue.

Its distribution footprint spans diverse network conditions, with key markets requiring consistent delivery to maintain affiliate relationships and commercial performance.

As its regional footprint expanded, maintaining consistent delivery became increasingly difficult. Existing distribution approaches could not deliver the required reliability, control, or flexibility across a fragmented regional infrastructure, increasing operational overhead as workflows scaled.

THE CHALLENGE

SPOTV's distribution model relied on a mix of satellite, fiber, and SRT-based delivery paths across Southeast Asia, with monitoring and control distributed across multiple systems.

As distribution scaled, maintaining consistent delivery became increasingly difficult, with performance varying across markets and congestion during peak viewing periods (Friday–Sunday, 6:00 PM – 11:00 PM) creating degradation that was difficult to isolate across systems and workflows.

This resulted in:

- Network congestion impacting stream quality during peak viewing periods
- Fiber delivery that was reliable but cost-prohibitive
- Satellite distribution with ongoing cost and limited flexibility
- Limited visibility at receiver endpoints, making it difficult to assess end-user experience
- Limited flexibility in recovery and failover mechanisms, requiring manual coordination
- Increasing complexity onboarding new affiliates

AT A GLANCE

- **USE CASE**
Satellite Replacement & B2B Distribution
- **LEGACY ENVIRONMENT**
Satellite, fiber, and SRT-based distribution with limited visibility and inconsistent performance in key markets
- **OPERATIONAL OUTCOME**
A centrally managed IP distribution architecture with end-to-end visibility and reduced reliance on satellite and fiber

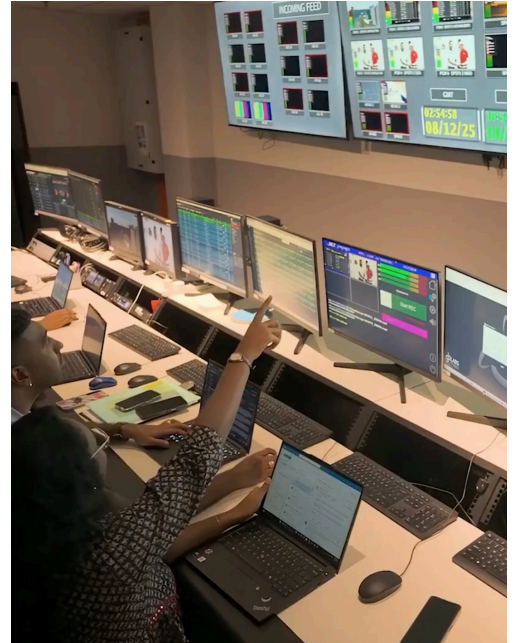
THE SOLUTION ARCHITECTURE

SPOTV deployed the Zixi Platform as the foundation of its distribution architecture, with ZEN Master as the centralized control plane for orchestration and monitoring. Zixi Broadcasters were deployed across cloud regions in Los Angeles and London in main and backup pairs to support resilient transport and delivery.

At the edge, OBS decoders with integrated Zixi Enabled Components extend visibility to receiver locations.

At a high level, the architecture includes:

- ZEN Master for centralized orchestration and monitoring
- Zixi Broadcasters deployed across cloud regions
- Main and backup paths across geographically separated locations
- Endpoint integration for visibility at receiver locations



RESULTS & OPERATIONAL IMPACT

SPOTV moved from distributed, infrastructure-dependent delivery to a centrally managed IP-based model.

Distribution workflows now operate within a single environment, with end-to-end visibility from source through cloud to endpoint, allowing issues to be identified and addressed within the same system without tracing problems across separate tools and workflows. ZEN Master enables SPOTV to proactively monitor network performance, including packet loss, RTT, and jitter, and share these metrics with affiliates to improve delivery quality and hold network providers accountable.

Distribution paths can be adjusted, maintained, and expanded without reworking underlying infrastructure or introducing additional operational complexity.

Operationally, this has resulted in:

- End-to-end visibility across source, cloud, and endpoint delivery paths, including packet-level and network performance visibility
- Reduced reliance on satellite and high-cost fiber distribution
- Simplified monitoring and failover within a single operational environment
- Direct control over distribution workflows and stream performance
- Ability to add new affiliates without restructuring existing delivery paths
- Expansion from a single-market deployment into broader distribution workflows
- Reduction in overall distribution costs, including approximately \$105K in annual savings

WHAT THIS ENABLES NEXT

New markets and affiliates can be added without introducing new distribution infrastructure or operational dependencies.

Additional workflows, including live event distribution and regional expansion, can be integrated into the existing architecture while maintaining consistent delivery and operational control.

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, sports leagues, and service providers globally, the Zixi Platform enables mission-critical workflows—such as contribution, processing, distribution, and delivery—across cloud and network environments.

Zixi's platform features advanced automation, orchestration, security (including end-to-end encryption and blackout control), and hitless failover technology, supporting up to 99.999% reliability while optimizing operational cost and agility. www.zixi.com | sales@zixi.com