# BROADCAST-QUALITY LIVE VIDEO DELIVERY OVER IP

The Zixi Software-Defined Video Platform (SDVP) is a comprehensive, flexible and modular solution for live video delivery.  The SDVP enables media organizations to manage broadcast quality live video delivered on any IP network, any protocol, any cloud, and any edge device with unparalleled performance, ultra-low latency, carrier grade reliability, and complete security. Leading media brands as well as over 400 integrated OEM and service provider partners rely on Zixi's software for ingest, media processing, and distribution to production facilities, distribution partners, cloud infrastructure and globally connected edge devices.  For over 10 years, the Zixi Enabled Network (ZEN) has grown to serve well over 700 customers in 100+ countries representing most of the top media brands around the world, reliably delivering over 20,000 linear and live event channels every day.

**The SDVP** is the integration of five primary components.  Modular by design, these components flexibly enable highly resilient delivery of broadcast-quality live video workflows, scaled on-demand, to be easily provisioned, deployed, managed and monitored regardless of the underlying network infrastructure.

- **Zixi Edge Compute (ZEC) and Zixi Protocol**
  ZEC provides enhanced end-to-end delivery and visibility, unlocking the full capabilities of the SDVP at the edge.  Market leading performance, reliability and security are enabled with the award-winning Zixi protocol, while including support for over 17 industry protocols and containers delivering complete solution interoperability.

- **Zixi Broadcaster**
  Zixi Broadcaster is a universal video gateway at the heart of the SDVP. Zixi Broadcaster includes essential monitoring tools and core media processing functions that enable any source to reliably connect to any target destination. Zixi Broadcaster seamlessly bonds video over diverse networks and with sequenced hitless failover guarantees always-on delivery in the most demanding operating environments.

- **Zixi Live Transcode**
  An option with the Zixi Broadcaster, Zixi Live Transcode integrates high performance live transcoding workflows into the delivery workflow. High performance GPU accelerated transcode workflows automatically detect changing content and delivery constraints and dynamically adjusts processing to maintain quality and latency priorities.

- **Intelligent Data Platform (IDP)**
  Leveraging highly trained machine learning algorithms and a sophisticated AI engine, IDP delivers actionable insights and automated incident responses. IDP cuts through noisy alert messages, highlighting anomalous behavior and directing programmatic responses. Complex data is intuitively visualized and when incidents do arise, IDP identifies contributing factors, graphed time series KPIs and includes Zixi Blast Radius impact analysis.

- **ZEN Master**
  ZEN Master is the live video orchestration and telemetry control plane in the SDVP.  ZEN Master manages scale, provisions infrastructure, and centralizes end-to-end monitoring into operations optimized real-time dashboards. With ZEN Master, media organizations have the agility to dynamically manage sophisticated IP delivery, increase production speed and dramatically reduce operational overhead.

## TOP MEDIA COMPANIES AROUND THE WORLD RELY ON ZIXI

## Modular with Flexible Engagement Models

The SDVP is easily integrated into any operating environment and is offered in three models, each suited to meet the needs of specific use cases:

### SDVP Software Solution

Flexibly deploy only the components of the SDVP you need and scale on-demand within your own infrastructure environments.

### Zixi-as-a-Service (ZaaS)

Delivers broadcast infrastructure as a service, enabling media companies and service providers to quickly ingest and distribute live video over any IP at scale. ZaaS includes all the capabilities of the SDVP with integrated cost optimized cloud infrastructure managed by Zixi.

### ContentXchange (CXE)

Live Channel Service inclusive of Zixi secured transport rights to thousands of channels of content, delivered with the full capabilities and cost efficiency of ZaaS and packaged to the specific requirements of your target destinations.

## ZIXI ADVANTAGES

**Centralized Network Management**
ZEN Master provides a holistic view of your entire distribution network

**Flexibility**
Preserve workflow operations while migrating from satellite to hybrid IP

**Reliability**
99.99999+% broadcast reliability with hitless failover for higher reliability and disaster recovery

**Low Latency**
Global low latency delivery without sacrificing reliability or quality

**Advanced Analytics, AI, ML**
Comprehensive data aggregation, interpretation, and visualization to predict and alert on stream issues that are likely to occur

**Economical**
Cost-effective internet delivery for widespread geographic distribution vs satellite or fiber

**Interoperability**
Zixi is compatible with the largest ecosystem of edge devices and cloud providers

**Security**
Best-in-class with DTLS standards-based protection, encryption and password protection

## 5 Major Use Cases

- **Universal Gateway**
  Cost effectively facilitate universal contribution and distribution to/from affiliates and partners utilizing any protocol, IP network, cloud or edge device.

- **Digital Supply Chain Processing**
  Monetize content in innovative ways to drive top-line growth with little incremental cost is essential for modern broadcasters.

- **Satellite Rationalization**
  Replace or augment satellite transport for more flexible infrastructure, lower fixed costs, better visibility into stream data, and greater regionalization of content.

- **Remote Monitoring and Cloud Operations**
  ZEN Master provides a single centralized browser-based virtual Control Plane to efficiently orchestrate, monitor and manage content over IP networks from any location.

- **Leveraging 5G and Mobile Edge Compute**
  Deploy video processing infrastructure in the 5G Mobile Edge and leverage 5G radio networks for untethered remote production, low latency backhaul and ubiquitous delivery.

**For more information, please contact sales@zixi.com | www.zixi.com**