



# THE GLOBAL LEADER IN BROADCAST QUALITY LIVE VIDEO OVER IP

## COMPANY OVERVIEW

Zixi's Software-Defined Video Platform enables global media organizations to deliver and manage live, broadcast-quality video across any IP, any protocol, any cloud, and any edge device with low latency, total reliability, and the highest-security protection. Leading media brands as well as over 200 OEMs and service providers rely on Zixi's software for ingest, media processing, and distribution to production facilities, end users, and the cloud. 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 with 20,000+ channels delivered daily.

### TOP MEDIA COMPANIES AROUND THE WORLD RELY ON ZIXI



## THE ZIXI SOFTWARE-DEFINED VIDEO PLATFORM

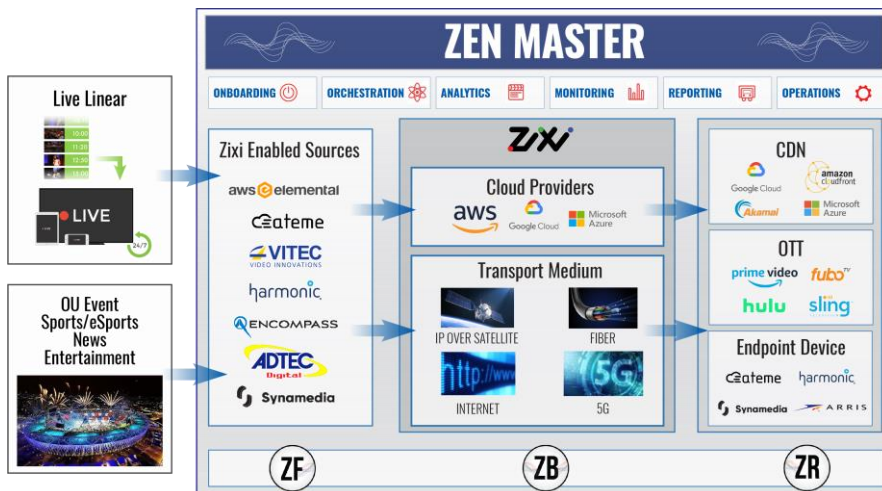
The Zixi Software-Defined Video Platform is the tight integration of four crucial elements that enable broadcast-quality live video workflows to be intelligently and centrally provisioned, deployed, managed and monitored using software and integrated devices, regardless of the underlying network infrastructure.

- **ZEN Master** – Zixi provides control over large complex networks with ZEN Master, our Live Video Orchestration and Telemetry Control Plane. This cloud-based interface provides visual and automated tools to configure, orchestrate, manage and monitor live broadcast channels at scale and across industry protocols.
- **Video Solutions Stack** – The Zixi Video Solutions Stack provides essential software tools and core media processing functions that enables broadcasters to transport live video over any IP network, correcting for packet loss and jitter.
- **Protocols** – Zixi provides an industry-leading congestion and network-aware protocol that dynamically adjusts to varying network conditions and employs error correction techniques for error-free video transport over IP. Zixi is integrated with 17 protocols and containers: Zixi, NDI, RIST, RTP, RTP+FEC, UDP, HLS, CMAF HLS, Low Latency HLS, DASH, RTMP, SRT, Multipath TCP, TCP BBR, RTSP, HTTP, WebRTC
- **Zixi Enabled Network** – Zixi's global network of 200+ integrated technology and service provider partners allows our customers to leverage the largest global ecosystem for live video.

### ZIXI ADVANTAGES

- **Centralized Network Management** – ZEN Master provides a centralized view of the entire distribution network allowing partners to resolve errors before they occur
- **Security** – Zixi provides best-in-class security enhanced with DTLS standards-based protection, with a multi-layered approach including encryption and password protection
- **Reliability** – 99.999+% broadcast reliability with hitless failover provides redundant transmission options for higher reliability and disaster recovery
- **Low Latency** – Live linear latency proven sub 1 second and sub 1.5 seconds with transcode
- **Flexibility** – Opportunity to preserve existing workflow operations while migrating from satellite to hybrid IP with support for traditional broadcast features
- **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

## DELIVERING BROADCAST-QUALITY LIVE VIDEO OVER ALL IP



For more information please email [sales@zixi.com](mailto:sales@zixi.com)



# THE GLOBAL LEADER IN BROADCAST QUALITY LIVE VIDEO OVER IP

## BRINGING 10+ DISPARATE HARDWARE & SOFTWARE SOLUTIONS UNDER 1 PLATFORM

The Zixi Software-Defined Video Platform provides multi-point aggregation/distribution and multi-channel delivery.

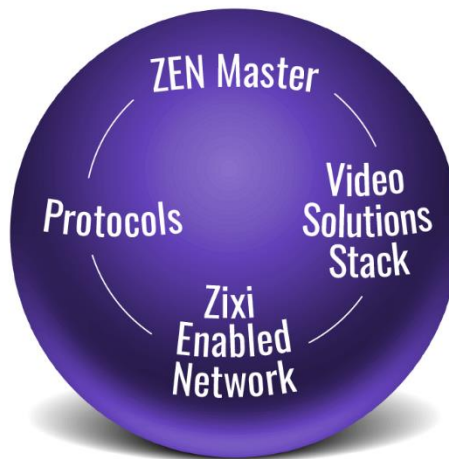
### Protocols

- Zixi Protocol - Best protocol in the market, including unique features like: DTLS, dynamic FEC, protected multicast, encoder back pressure, any IP bonding, business impact analytics, 30%+bandwidth efficiency
- 17 integrated protocols and containers: Zixi, NDI, RIST, RTP, RTP+FEC, UDP, HLS, CMAF HLS, Low Latency HLS, DASH, RTMP, SRT, Multipath TCP, TCP BBR, RTSP, HTTP, WebRTC
- Protocol switching

### Zixi Video Solutions Stack

- Hitless failover
- 99.999%+ reliability
- Supported Codecs: MPEG-2, H.264/AVC, H.265/HEVC, JPEG 2000
- Any IP network
- Any protocol
- Any cloud
- Transcoding & repackaging
- ML based ePSNR
- Recording
- Time shifted delivery
- Auto-slatting
- Network analytics
- Transport analytics
- Content quality analytics

## ZIXI SOFTWARE-DEFINED VIDEO PLATFORM



### ZEN Master

- Provisioning
- Deployment
- Orchestration
- Monitoring
- Multi-party supply chain
- Telemetry visualization
- Workflow visualization
- Alerting
- History
- Automation
- Scheduling
- Reporting
- Root cause analysis

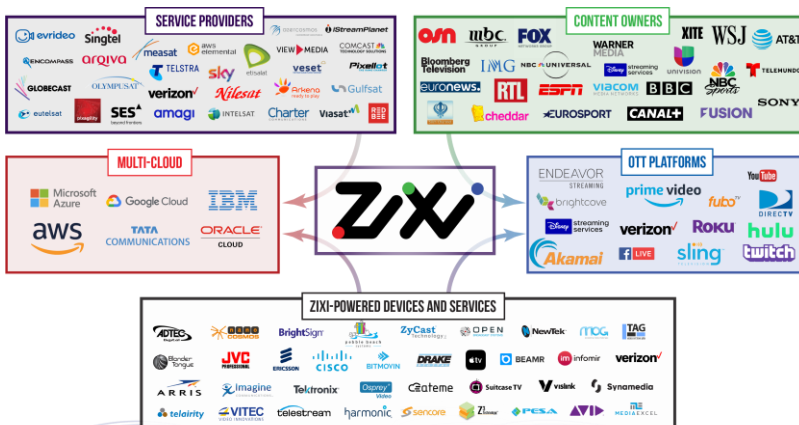
### Zixi Enabled Network

- Any edge device
- Interoperability
- Cross supply chain
- 200+ tech partners
- 700+ customers
- 100+ countries
- 100,000+ Zixi instances
- 20,000 channels
- Tier 1 managed services
- Media processing solutions
- Direct to consumer solutions

# ANY IP NETWORK PROTOCOL CLOUD PROVIDER & EDGE DEVICE

## ZIXI ENABLED NETWORK

The Largest Global Ecosystem For Live Video



## 5 MAJOR USE CASES & GROWING

- **Satellite Rationalization** – Customers are moving from satellite transport to IP transport because they want flexible cost rather than high fixed cost
- **Cost-Effective Content Exchange** – Facilitating cost-effective content exchange for both content owners and content acquirers
- **Centralized Orchestration, Management & Monitoring** – ZEN Master provides a single centralized virtual Control Plane to efficiently orchestrate, monitor and manage content over all IP and hybrid IP networks
- **Enable New Revenue Sources** – Drive to monetize more content and content formats across new platforms
- **Cloud/Virtualization Infrastructure** – Move from hardware-based to software-defined in order to gain workflow flexibility and speed/agility

For more information please email [sales@zixi.com](mailto:sales@zixi.com)