

# CLOUD-BASED CONTROL ROOM & PLAYOUT SERVICE

MANAGE AND DISTRIBUTE LINEAR TV CHANNELS TO ANY PAY-TV AND OTT PLATFORM WITH A SIMPLE CLOUD-BASED SOLUTION

## AT A GLANCE

### EVRIIDEO SOLUTIONS WITH ZIXI INTEGRATION

- **Evrideo** - A SaaS cloud-based broadcast platform that enables any content owner to manage linear TV channels and distribute them over IP to any pay-TV and OTT platform

### EVRIIDEO KEY FEATURES

All the necessary functions required for Online-Live TV in broadcast quality:

- A web interface that offers a simple workflow
- Enables programming and scheduling of a TV channel
- Supports audio and subtitles in a variety of languages
- Integrates live feeds
- Integrated dynamic graphics
- Supports adding cue tones for advertising localization
- Supports live recording
- Transcoding widgets
- Auto publish and rules
- 3D graphics
- Social integration

## A COST-EFFECTIVE, FLEXIBLE WAY TO EFFICIENTLY MANAGE AND DELIVER LIVE VIDEO

Traditional on-prem MCR (Master Control Room) and playout solutions are unable to keep pace with the needs of today's rapidly evolving video transport ecosystem. As a result, a revolution against hardware intensive and on-premise systems has begun, and modern broadcasters are rethinking their CapEx-intensive broadcast set up and shifting towards software-defined, cloud-based solutions for a more flexible, dynamic, and cost-effective way to manage and deliver TV channels remotely, from anywhere, at any time without committing to CapEx intensive hardware solutions.

Evrideo offers a Zixi-integrated cloud-based MCR and Playout solution in a pay-as-you-go subscription model that eliminates CAPEX investment completely, and lets broadcasters adapt their business model to the new environment and broadcasting economy. Evrideo's SaaS cloud-based broadcast platform enables broadcasters and content owners of all sizes to take their activity to the cloud and slice down their Total Cost of Ownership and CapEx investment dramatically.

## MAKING THE PUBLIC INTERNET VIABLE FOR RELIABLE TRANSPORT OF BROADCAST-QUALITY LIVE VIDEO

With Evrideo and Zixi's joint solution, Broadcasters can efficiently create, manage and deliver live video feeds over any IP network and easily shift from hardware-based, multi-system set up to a single software cloud-no-code solution.

Using Evrideo and Zixi's bundle, Broadcasters can manage their linear TV channels and distribute their content over IP to any Pay-TV and OTT platform, directly from the cloud to any delivery target. Evrideo's customers can manage and control their content and channels from anywhere in the world using a simple Laptop/PC and internet access.

This joint solution allows Broadcasters to capture a whole new level of agility, speed, and fast time to market, enabling them to focus on commercializing content, and to adapt their unit economics to the post-COVID environment.

By activating Zixi through a license, Evrideo's customers can deliver feeds to any location quickly using cost-effective public internet connectivity without the need to use expensive and slow-time-to-market satellite or fiber connectivity.

Evrideo's cloud-based MCR and playout uses Zixi throughout the entire delivery path:

- **Contribution** - Live-in feeds are pulled using Zixi from many IP sources to deliver into TV channels
- **Distribution** - The output of more than 200 linear TV feeds are delivered using Zixi to a variety of Pay-TV platforms, Teleport facilities and end users worldwide

# RELIABLE INGEST AND DISTRIBUTION OVER PUBLIC INTERNET

## KEY ZIXI BENEFITS

- **Security** – Zixi provides best-in-class security enhanced with DTLS and AES standards-based protection
- **Reliability** – Contribute source streams with 99.9999+% broadcast reliability; hitless failover provides redundant transmission options for higher reliability and disaster recovery
- **Low Latency** – With network adaptive Forward Error Correction and recovery, proven sub 1 second live linear latency
- **Interoperability** – Zixi is compatible with the largest ecosystem of encoding devices and contribution sources

## ABOUT EVRIDEO

Evrideo is an innovative broadcasting SaaS provider, which replaces the traditional control room with an end-to-end SaaS broadcast platform. The cloud-based solution is used by over 40 broadcasters delivering over 150 TV channels to takers worldwide. Existing customers and partners include Vubiquity, BabyFirst TV, Outdoor Channel Asia, Viacom Israel, Zee5, and many others. Visit [www.evrideo.com](http://www.evrideo.com)

## ABOUT ZIXI

Zixi provides a cloud based and on-premise software platform enabling the management, orchestration, monitoring, and delivery of broadcast-quality live and live linear video over managed and unmanaged IP networks to broadcasters, enterprises, over-the-top video providers, and mobile service providers around the world. Over 10+ years, the Zixi Enabled Network of partners has grown to over 250 OEM and service providers with whom Zixi serves well over 700 customers representing most of the top media brands around the world with 20,000+ channels delivered daily.



## END-TO-END PROTECTED CONTRIBUTION AND DISTRIBUTION LEVERAGING ZIXI

Evrideo relies on the Zixi Software-Defined Video Platform's key elements to transport broadcast-quality live video over any IP network: the Zixi protocol and the video solutions stack.

The **Zixi protocol** is a resilient congestion and network-aware protocol that adjusts to varying network conditions and employs patented and dynamic Forward Error Correction techniques for error-free video transport over IP with 99.9999% uptime at minimal latency. It provides best-in-class security with DTLS and AES encryption, allows for protected multicast transport, provides bandwidth efficiency and enables encoder backpressure.

With minimum overhead to physical bandwidth, the Zixi protocol removes jitter, recovers and re-orders packets, allowing smooth video delivery as well as enabling the streaming of broadcast-quality video over any distance while overcoming the varying network conditions of unmanaged networks such as the public Internet. Zixi also offers robust patent-pending hitless failover technology which enables hitless failover between non-uniquely identified streams from multiple contribution points with missing packets.

The **Zixi video solutions stack** provides essential software tools and core media processing functions, which allow for transcoding, auto-slating and time-shifting over multiple transmission paths and bitrate adaptation to ensure reliability over any IP network, any protocol, and any cloud provider. Zixi's Video Solutions Stack provides extensive transport, network and content quality analytics.

## QUICKLY GAIN WORKFLOW FLEXIBILITY & AGILITY

Evrideo users can set up a connection or transport using Zixi in a matter of minutes with minimal staff vs. the hours and extensive teams needed to supervise more traditional infrastructure such as fiber or satellite.

Using Evrideo and Zixi, customers can shift from hardware-based to software-defined solutions in order to quickly gain workflow flexibility and agility when it comes to enabling new revenue sources and cost-effective content exchange. The integrated solution enables rapid distribution and syndication of their channels to cables operators, as well as DTH, IPTV and OTT platforms.