

TELSTRA INTEGRATES ZIXI INTO GLOBAL MEDIA DISTRIBUTION NETWORK

USING SDVP TO OFFER BROADCAST-QUALITY DELIVERY TO LOCATIONS WHERE FIBER OR SATELLITE ARE NOT AVAILABLE

AT A GLANCE

TELSTRA SOLUTIONS WITH ZIXI INTEGRATION

- **Telstra Global Media Network** - A purpose-built video contribution and distribution network integrating underlying media fibre networks, satellite capabilities and partnerships connecting 2500+ on-network endpoints including 1000+ customer endpoints and over 1500 venues and stadiums to simplify delivery for the media, broadcast, and technology industries.

KEY FEATURES

- **Multi-Tiered Content** – Rights holders can access multi-tiered global sport, news and entertainment content on and off network.
- **Scalable Premium SLA** – Tiered support from broadcast engineers in all time zones.
- **Finance Simplified** – Minimize vendors with one end-to-end service accessing multiple networks.
- **Hybrid Network of Networks** – Combine the best features and benefits from fibre, satellite, IP and data into one cost effective solution.



A TRULY GLOBAL CONTRIBUTION AND DISTRIBUTION NETWORK

Zixi and Telstra's joint solution for global live video distribution allows broadcasters to provide stable, secure and cost-effective distribution of high-quality video content over IP to Telstra's customers and partners worldwide as part of its Global Media Network (GMN).

The GMN is a purpose-built video contribution and distribution network that offers point-to-point and point-to-multipoint connectivity on a consumption-based business model across traditional broadcast, data, IP video standards and cloud infrastructure. Using the Zixi Software-Defined Video Platform (SDVP), Telstra customers can now take in live video and deliver to any edge device across the GMN and monitor with Telstra's 24/7 managed service capabilities.

LEVERAGING ZIXI'S INTEROPERABILITY TO EXPAND TELSTRA'S GMN NETWORK TO ANY LOCATION

With this joint solution, content providers can leverage Zixi's SDVP and Telstra's GMN to globally deliver, manage and monitor live video across a wide range of protocols and edge devices with proven resiliency and true end-to-end network diversity, especially in locations where fiber or satellite is not available.

With the SDVP as part of its GMN, Telstra offers news and entertainment broadcasters, sports leagues and Esports organizations IP-based broadcast-quality connectivity to any location through a flexible, economical and easy-to-use model.

Adding the SDVP to Telstra's GMN facilitates the connection between on-network media rights holders and off-network media buyers, allowing for the transport of high-quality linear video using cloud infrastructure in a highly secure manner via readily available content networks.

Telstra Global Media Network Partner Alliance



17 Satellite teleports



1000+ Customer sites and points of presence



21 Master control rooms



19 Partner networks in Asia Pacific, Americas and Europe



1500+ Venues and stadiums

SUPPORT TELSTRA GMN INTERNET DELIVERY WITH THE SDVP

KEY ZIXI BENEFITS

- **Security** – Zixi provides best-in-class security enhanced with DTLS and AES standards-based protection
- **Reliability** – Contribute source streams with 99.999+% broadcast reliability with 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
- **Centralized Management** – ZEN Master provides a centralized view of the entire Zixi enabled contribution and distribution network

ABOUT TELSTRA

Telstra brings innovative technology, capability and talent from across the globe to enable our customers to thrive in a connected world. Telstra Broadcast Services brings to our customers a dedicated team of media industry professionals, high performance media networks, online video and cloud platforms, world class satellite services, and 24/7 bookings, operations and engineering support to help securely take live sports content from stadiums to screens.

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ABOUT ZIXI

Zixi provides a cloud based and on-premise Software-Defined Video Platform that enables reliable broadcast-quality video delivery over any IP network, any protocol, any cloud provider and any edge device. Over 10+ years, the Zixi Enabled Network (ZEN) of partners has grown to over 200 OEM and service providers with whom Zixi serves well over 700 customers representing most of the top media brands around the world with 10,000+ channels delivered daily.

<https://zixi.com/>

Contact: sales@zixi.com

RELIABLE CONTRIBUTION & DISTRIBUTION ACROSS THE GMN WITH THE SDVP

Telstra GMN users can leverage key elements of the Zixi Software-Defined Video Platform to transport broadcast-quality live video over challenging IP network conditions.

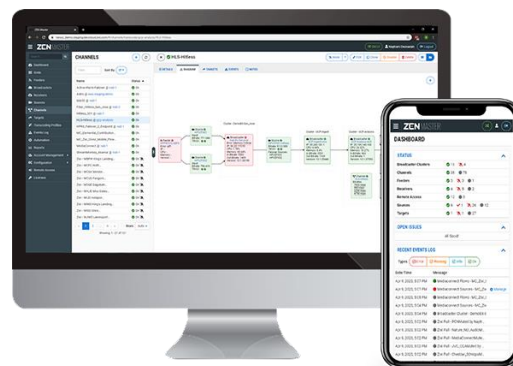
The **Zixi protocol** is a resilient congestion and network-aware protocol that adjusts to varying network conditions and employs patented, dynamic Forward Error Correction techniques for error-free video transport over IP with 99.9999% uptime at minimal latency. It allows for protected multicast transport, provides bandwidth efficiency and enables encoder backpressure. The Zixi protocol removes jitter, recovers and re-orders packets, smooths video delivery enabling the secure streaming of broadcast-quality video over any distance. In addition to the Zixi protocol, the SDVP accepts 16 other industry protocols, so users can leverage the protocol that best fits their delivery needs.

The SDVP's **video solutions stack** provides essential software tools and core media processing functions that allows 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.

SIMPLE STREAM CONFIGURATION, ORCHESTRATION AND MONITORING AT SCALE WITH ZIXI ZEN MASTER

As a ZEN Master Certified partner, Telstra's solutions are integrated with the SDVP's **ZEN Master**, the cloud-based control plane that allows for the simple configuration, orchestration and monitoring of the devices and appliances that are part of the video transport network.

Telstra uses ZEN Master to manage, monitor and elevate the Telstra GMN services in its Broadcast Operations and Master Control Rooms across the globe.



Zixi's ZEN Master

Key ZEN Master benefits:

- **Multi cloud infrastructures** (AWS, GCP, Azure) allow for agile scalability
- **Root Cause Analysis** – Error detection and isolation across streams and environments
- **Automation** – Schedule a set of tasks and run them with a single click
- **Enhanced Reporting** – Granular reporting provides key data, including usage reports, status summaries, and up-time and outage reporting
- **Monitor Global System Health** – Confirm QoE and QoS – ZEN Master offers TR101, Content Quality Analytics, Business Impact Analytics, AI Quality Scoring