



MSTV - Live Football Contribution



Zixi to SRT Delivery



**Complete Scheduling
Control**



**Commercially
Attractive PAYG Model**

Any questions?

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The Challenge

MSTV urgently needed a solution which could broadcast live football matches from the Antalya region in Turkey.

It needed a robust and secure solution to deliver the broadcast, however it wanted to avoid the cost of renting satellite capacity and the inflexibility of local satellite providers.

The broadcaster required MSTV to deliver the live feed in an SRT format, to ensure compatibility with their production and distribution networks. MSTV had a Zixi-enabled encoder and needed a solution which would convert the feed to SRT and transport it to the distribution centre. Additionally, MSTV had commitments to deliver the live feed to social media and OTT, and therefore it needed a method to convert the feed into a progressive format.





The Solution

As satellite broadcast was not the right fit for MSTV, it opted for IP delivery of its content. Our Livelink IaaS platform provided a cost-effective and reliable means of delivering live content to its distributors over IP.

As an off-the-shelf solution, Livelink was quickly integrated into MSTV's existing set-up without the need for adjustments. Livelink offers comprehensive rights management and complete routing and scheduling control. It provided MSTV with a solution that could take control of the feeds and deliver content at an extremely commercially competitive rates.



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The Solution

Working alongside Open Broadcast Systems' decoders for delivery over 4G, Livelink transported the content and converted it to an SRT feed for delivery to the broadcaster.

Additionally, Livelink transcoded the content into a progressive format, enabling MSTV to send the live feed directly to social media and OTT services. Livelink's adaptable and agnostic infrastructure ensured the safe and stable delivery of content.

MSTV utilised Open Broadcast Systems' encoders with Zixi on board for bonded delivery over 4G into Livelink. Livelink provided a single interface for MSTV to be able to easily convert the feed to SRT, transcode to a progressive format for OTT and schedule the outgoing feeds to all the takers. Livelink's adaptable and agnostic infrastructure ensured the safe and stable delivery of content without any long-term commitments.

The Results

Supported by our Livelink infrastructure, MSTV had the ability to deliver live content via IP at short notice. Livelink offered a quick set up with minimal hardware, allowing MSTV to establish a quick turnaround broadcast. MSTV could transform its single feed into the different formats required for each end use.

Livelink provides infrastructure-as-a-service, as opposed to component tools. This means that it fits within the media workflows and allows users to transport and convert content as required. Livelink has enabled MSTV to maintain complete control over its content contribution and scheduling, ensuring confidence when fulfilling its broadcasting commitments. As a feed contribution infrastructure, Livelink allowed MSTV to manage feed costs effectively with a pay-as-you-go structure, removing the risk of MSTV being charged any hidden costs.



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"Cerberus Tech's Livelink platform enabled MSTV to deliver to final takers with ease. The platform's stability and security changed how we were able to approach production, allowing us to move to IP delivery with a simple set-up. Cerberus Tech responded quickly to our needs, the team were incredibly helpful and it was a pleasure to communicate with them"

Krunoslav Petric

Head of Operations, MSTV



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About Cerberus Tech

Cerberus Tech Ltd operates a truly global IP video delivery network, leveraging the very latest in technology to deliver content anywhere in the world.



Livelink is an Infrastructure as a Service live delivery platform, which allows users to self-manage live feeds from any location, to any destination.

Combining flexibility and control with global reach, Livelink transports live content over the internet at scale.

Featuring agnostic cloud and protocol infrastructure, Livelink offers a robust IP delivery solution to transport live linear and OTT content from point to point or multi-point.



Network 1 is a reliable, low-latency and cost-effective IP-based platform, for the primary distribution of linear content.

Network 1 provides a 24/7/365 fully managed service, offering channel distribution to global audiences.

The service is broadcast grade, multi-cloud compatible, protocol agnostic and delivers over managed or unmanaged networks.



IO is a software-based live IP video switching application, offering a point-to-point, or point-to-multipoint broadcast solution.

The dockerised broadcast application allows for seamless switching between; RTP, UDP, RIST, SRT, Zixi, RTMP and HLS delivery protocols.

IO can be scaled to unlimited outputs and used within a device, data centre or cloud environment.



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