

# One Platform for Every Stage of the Broadcast Media Workflow

Pixitmedia for Broadcast | Solution Brief

## Challenge: Broadcast Infrastructure That Can't Keep Up with Production

Broadcast operations generate enormous volumes of content under relentless time pressure. Most facilities have assembled their infrastructure piece by piece, creating a fragmented stack of disconnected tools with overlapping management overhead, limitations, and cost.

- **Creative teams can't collaborate across sites.** Siloed storage forces duplication, delays handoffs, and creates version control problems across locations.
- **Storage slows down when it matters most.** Conventional platforms degrade as capacity fills, forcing expensive over-provisioning to maintain headroom.
- **Data movement is manual and reactive.** Engineers shuttle content between tiers by hand. Growing files compound the problem, stalling workflows during live production.
- **Valuable content disappears into the archive.** Footage that could be repurposed or monetized sits in deep storage with no efficient way to find, preview, or retrieve it.

## Solution: A Unified Platform Built for Broadcast Media Workflows

Pixitmedia delivers an integrated platform purpose-built for how broadcast organizations actually work. A single architecture spans the entire broadcast workflow from ingest and live production through editing, delivery, and long-term preservation.



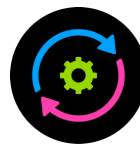
### Collaboration

Unified data view across sites and tiers with real-time growing file support



### Data Management

Automated policy-driven data movement across tiers, cloud, tape, and broadcast applications



### Orchestration

Integration with broadcast, production and playout tools to ensure data flows with the workflow,



### Discovery

AI-powered indexing and transcription turns deep archive into searchable content



## Outcome: Broadcast Infrastructure That Scales Without Compromise

Broadcast companies like Red Bee Media, Sky UK, and Fox Sports run Pixitmedia in production broadcast environments. They operate with fewer tools, lower storage costs, and faster access to content at every stage of the media workflow.

- **Unified operations across sites and tiers.** Distributed teams collaborate on shared media without duplication. One platform replaces separate storage, orchestration, and data movement vendors.
- **Higher utilization, lower cost.** Storage operates at high capacity without performance degradation. Automated tiering places content on the most cost-effective tier at every stage.
- **Faster time to air.** Growing file support lets editors work with live content the moment recording begins. Automated orchestration eliminates manual data handling between ingest, edit, and playout.
- **Content that pays for itself.** AI-enriched metadata and proxy-based preview make archived footage searchable and accessible for repurposing, relicensing, and new revenue streams.
- **Security and compliance built in.** Full tracking of data movement, encryption at rest, Active Directory integration, and comprehensive audit trails without additional tools or overhead.

### Why Pixitmedia for Broadcast



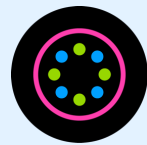
**No over-provisioning** with performance guaranteed at high-capacity utilization



**Growing file support** for real-time editing during live ingest



**Monetize archived content** with AI-enriched discovery and preview



**No vendor lock-in** with native formats, commodity hardware, and open architectures



**pixitmedia**  
by DataCore

#### Pixitmedia by DataCore

Pixitmedia by DataCore is a leading provider of intelligent content and metadata management solutions for the media and entertainment industry. Our multi-tier technology combines high-performance access, storage, and archiving with powerful orchestration and AI tools to simplify workflows. Built on an open architecture, Pnixitmedia enables seamless collaboration while keeping assets searchable, protected, and available when they're needed. Learn more at [pixitmedia.com](https://pixitmedia.com)

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