

ZYPE FOR BROADCAST & STATION GROUPS

Architect Live Infrastructure.
Protect Revenue at Scale.

Zype enables broadcast and station groups to run live and always-on streaming as governed, revenue-generating infrastructure. For multi-market broadcasters, live streaming is mission-critical because it drives audience growth, advertising yield, and cross-platform distribution. As digital operations expand, the challenge becomes scaling consistently across markets without adding complexity or introducing monetization risk. Zype meets that challenge with a unified broadcast workflow platform purpose-built for high-stakes, multi-market live environments..

Learn more at zype.com



WHY IT MATTERS

Operational inconsistency across stations compounds risk during high-traffic moments. Elections, sports, and breaking news expose gaps in reliability, monetization alignment, and distribution governance. As OTT and FAST ecosystems grow more complex, station groups must reduce fragmentation and ensure performance remains stable under pressure.

HOW IT WORKS

Zype unifies live ingest, encoder provisioning, monetization, distribution, and analytics within a centralized broadcast operating model. Instead of managing fragmented systems across stations, teams align ad signaling, platform distribution, and live workflows under one structured framework designed for high-concurrency events. This approach ensures consistent execution across markets while maintaining the flexibility required to support local programming and peak demand.

WHAT YOU CAN DO

Launch and Manage Always-On Streams

Provision encoders, configure live feeds, and maintain continuous programming across stations.

Transition Live to Replay Seamlessly

Enable DVR and extended catch-up viewing to maximize engagement beyond the live window.

Activate Digital Ad Signaling

Deploy SSAI with SCTE-35 support to align digital monetization with broadcast ad models.

Distribute Across Devices

Operate web, mobile, CTV, OTT, and FAST endpoints from a single operational environment.

Monitor Performance in Real Time

Track stream health, concurrency, and ad delivery to ensure reliability during peak events.

THE BROADCAST OPERATING BLUEPRINT

Curious how station groups design live infrastructure to maximize reliability and protect revenue?

[Request a demo to see how it comes together →](#)