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Live Event Management

**Distribute, monetise and tailor premium live events,
with tx darwin**



Monetise Every Break

On-demand SCTE-35 ad markers, called to match breaks in play



Tailored Per Taker

Slates, promos and regional formats conditioned for every broadcaster



Spun Up On-Demand

Channel-scalable, time-elastic, deployable on cloud or bare metal on-premise

The Trends

Live Event Management is Evolving

\$60bn+

Global sports rights fees
annually*

55%

Top rights owners now run
direct-to-fan streaming*

#1

Live sports forms the most
viewed programming in
every region, globally

Forces Driving Change

-  Direct-to-fan streaming and AVoD/SVoD growing fast
-  Event channels exist only for limited, transient periods
-  Monetisation pressure to maximise every ad break



What Broadcasters Need

-  Insert their own commercials with frame-accurate SCTE-35
-  Feeds tailored to regional standards, frame rates & tiers
-  Regional inserts, slates and rights-restricted ad breaks

THE CHALLENGE

The Challenge of Modern Live Event Management

Today distributors stitch together heavy playout chains, bespoke SCTE inserters and dedicated standards converters: per channel, per region



Custom SCTE-35 solutions are costly and slow to deploy



Classic format converters are rack-bound CAPEX: the wrong shape for transient events



Multiple vendor components per channel and region: no single operator control surface



The workflow is fluid, not scheduled: breaks, slates and ads are called mid-event by the gallery



Full playout is overkill: no complex scheduling or high-end DVEs needed

THE SOLUTION

tx darwin: Live Event Management Capabilities

Every function for premium live event distribution, in every configurable platform



Source Switching

Seamless splicing between primary, world and alternate feeds



SCTE-35 Insertion

Frame-accurate ad-break and clip markers with custom logic



Promo and Slate Insertion

Pre-configured break content for stoppages, half-time, end-of-game



Per-Region Tailoring

Distinct break content and SCTE markers per downstream taker



Format Conversion

Premium motion-compensated standards conversion for global delivery



API-Driven Automation

Schedule-integrated, orchestration ready
DataMiner, VideoIPath, IDS

txdarwin.

100+ Modules = Endless Possibilities



Modular Framework

Connect modules to
provide flexible
custom live-event
workflows



Observability at Scale

Real-time clarity across
hundreds of concurrent
services



API-Driven Automation

Channel activation at
speeds manual
processes can't match

Key Benefits

- ✓ **Elastic Operations**
Infrastructure that flexes with each event's demands
- ✓ **Rapid Deployment**
Spin up channels on-demand as Infrastructure as Code
- ✓ **Monetisation Built-in**
On-demand SCTE-35 ad insertion for every taker
- ✓ **Broadcast Quality**
Tier-1 standards conversion, delivered in software

Use Cases

- 🐦 **Event Based Channels**
Pop-up services for global and regional tournaments
- 🐦 **Host-to-Taker Distribution**
Format conversion and per-region localisation
- 🐦 **Ad-Break Monetisation**
SCTE-35 markers timed precisely to breaks in play
- 🐦 **Slate and Promo Insertion**
Pre/half-time/end-of-event content for non-monetising takers

Ready to Transform Your **Live Events?**

Discover how **tx darwin** delivers monetised, format-tailored, live-event distribution with cloud elasticity and automation

[Contact Sales](#)

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