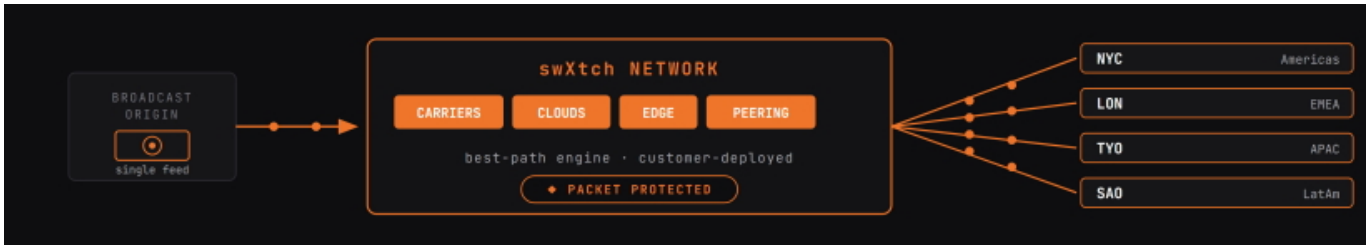
New swXtch.io Distributors



swXtch.io will unveil the next evolution of its global media transport strategy at IBC2026, expanding its fully managed Global SRT Distribution service and launching native multicast transport for broadcasters and content producers moving live media to destinations around the world. swXtch.io will demonstrate its Global SRT Distribution and native multicast capabilities for TV and radio broadcasters in meeting room 5.MR13 (Hall 5) from September 11-14 at the RAI Amsterdam.

Global SRT Distribution evolves swXtch.io’s earlier SRT routing technology into a managed service that removes the infrastructure and networking burdens associated with large-scale SRT transport. Customers can continue using their preferred SRT encoders and existing production tools while swXtch.io designs, deploys and operates the distribution network that carries their streams to one or many destinations across on-prem, cloud and geographically dispersed environments.

The service is especially well suited for event-based live production, where broadcasters, sports organizations and content producers often need high-quality distribution capacity for days or weeks rather than months. swXtch.io can provision distribution according to the duration and scale of each production, allowing customers to align transport costs more closely with actual usage while maintaining real-time visibility into active flows and spending.

“Live producers shouldn’t have to build a global network every time they need to deliver an SRT signal to another market or another group of partners,” said Geeter Kyrazis, Chief Strategy Officer, swXtch.io. “Our approach is to let customers keep the tools and workflows they already know while we take responsibility for everything that happens after the encoder. We can deploy the distribution where it makes the most sense, optimize it for cost and resiliency, and give customers clear visibility into what they are using and spending. That becomes particularly valuable for live events, where distribution requirements can change dramatically from one production to the next.”

swXtch.io’s Global SRT Distribution service automatically determines efficient routing and topology for each stream, eliminating the need for customers to provision relay infrastructure across multiple regions, manage cloud egress strategies or continually tune and monitor network parameters. The managed service includes deployment, routing, replication, monitoring, redundancy and

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failover, with three pricing tiers to match the customers' distribution to contribution processing requirements. The technology can also deploy on any on-prem or cloud infrastructure per the customer's requirements. Pricing starts at $41 per month for 24/7 linear service.

At IBC, swXtch.io will also introduce native multicast distribution as an extension of its global transport capabilities. The service enables a multicast source to travel reliably and securely across IP networks and emerge at the destination as native multicast. This gives broadcasters the familiar efficiency of one-to-many multicast distribution while extending its reach beyond the boundaries of traditional local networks.

The multicast service establishes a publish-and-subscribe model in which a sender can publish a single feed without establishing individual point-to-point connections to every receiver. Authorized receivers can then subscribe to the stream wherever they are located. swXtch.io can deploy the required network resources across carriers, cloud infrastructure, edge providers and other interconnected networks while protecting media flows throughout transport.

Native multicast also strengthens swXtch.io's proposition for broadcasters evaluating terrestrial alternatives to traditional satellite C-band distribution. The model preserves an important operational characteristic of satellite - sending one signal that can be received by many destinations - while moving distribution onto flexible IP infrastructure without requiring broadcasters to maintain satellite spectrum and receive infrastructure. Global SRT Distribution provides an additional point-to-point option, allowing organizations to apply SRT, native multicast or both according to workflow requirements.

"Multicast has always been an extraordinarily efficient way to distribute media, but historically its reach has been limited by the networks that support it," said Brent Yates, CEO, swXtch.io. "We are extending that model globally. A broadcaster can originate multicast in one location, transport it reliably across public and private IP infrastructure, and receive native multicast at the other end. Combining with Global SRT Distribution with multicast gives customers far more freedom to choose the transport model that fits each production rather than forcing the production to fit the network."

The new capabilities build on swXtch.io's broader software-defined networking portfolio and its experience bringing standards-based multicast, packet protection and high-performance media transport to cloud and on-prem environments. Together, Global SRT Distribution and native multicast transport establish a flexible global distribution framework for live sports, news, entertainment, REMI production, affiliate delivery and satellite replacement or augmentation.

swXtch.io will demonstrate its Global SRT Distribution and native multicast services throughout IBC2026, September 11-14 at the RAI Amsterdam in meeting room 5.MR13.

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