

Leading Asian Broadcaster Teams Up with NOVELSAT to Boost Up Satellite Broadcast Content Security

Major Indian Cricketing Content provider to implement NOVELSAT's cutting edge multi-layer content security across its distribution and contribution networks

Ra'anana, Israel, September 16, 2019 – NOVELSAT, a world leader in content connectivity over satellite, announced today that a major Indian broadcaster has selected NOVELSAT's content security solution for its network's satellite broadcast of feeds for live and non-live high value content. By adopting the only satellite broadcast content security solution based on virtually unbreakable AES 256-bit encryption, the customer will be implementing the highest level of content security available today for satellite broadcast.

NOVELSAT's content security solution includes AES 256-bit encryption to secure valuable content, AES keys encryption, a secured OTA channel for exchanging AES keys and access protection based on each receiver's viewing entitlement rights, defined per video channel (PID). With easy-to-use management tool for key generation, distribution and activation, and for event scheduling and content entitlement, the broadcaster will be able to confidently secure and easily distribute its content to thousands of satellite broadcast receivers.

"Nowadays content security is vital for content producers and owners," said Gary Drutin, NOVELSAT CEO. "This major powerhouse of content joins major broadcasters with its adoption of our content security solution, that protects valuable content from the growing threats while ensuring the highest level of safety and quality viewing experiences. I'm confident this solution will bring significant value to the broadcaster and its customers throughout Asia, paving the way to a successful deployment."

"We are excited about the opportunity to be working with one of the world's leading media companies and are gratified by the trust the customer has put in NOVELSAT to secure its content," commented Parvinder Singh, Director of Sales, India & SAARC, at NOVELSAT. "While content security was the key driver for this project, NOVELSAT's highest spectral efficiency was certainly an added advantage for this leading broadcaster. NOVELSAT broadcast solutions are already deployed at some of the largest Tier-1 broadcasters in Asia and selection of NOVELSAT further demonstrates our technological superiority and positions us for further success in the region."

NOVELSAT will be showcasing its content security solution and other content connectivity solutions at the IBC show, September 13-17, in RAI Amsterdam, Hall 5, Booth A51.

About NOVELSAT

NOVELSAT is a leading provider of next-generation content connectivity solutions. Powered by innovative technologies, our broadcast and broadband solutions are transforming networks' capabilities to expand growth potential and to drive new experiences on any device, anytime, anywhere. Our high-performance products for satellite and terrestrial content connectivity include integrated video solutions and highly efficient broadband connectivity solutions, as well as best-in-industry content security solutions. Transforming delivery of data and video with new levels of performance, efficiency, agility, and security, NOVELSAT empowers mission-critical and demanding applications for the telecom, enterprise, media, entertainment, government, and mobility markets. For more information visit www.novelsat.com

