

## **NOVELSAT Powers AXS TV & HDNET MOVIES' C-Band Spectrum Transition – Services Have Successfully Launched**

**Ra'anana, Israel – February 23, 2021** – NOVELSAT, a global leader in content connectivity over satellite has successfully completed the deployment of NOVELSAT's advanced video solution, supporting C-band spectrum transition for two of [Anthem Sports & Entertainment's](#) channels – AXS TV, a popular U.S. based music, entertainment and lifestyle television network and HDNET MOVIES, which delivers popular and cult classic films to its American audience.

NOVELSAT worked with Anthem to transition hundreds of earth stations to a leading satellite operator video service for primary distribution of video feeds and to deploy NOVELSAT's FUSION solution for video transmission, edge transcoding and BISS2-CA encryption/decryption.

"We are proud to have been selected by Anthem in the transition of its video distribution network with new compression and content protection solutions for two of its U.S. channels," said Gary Drutin, CEO of NOVELSAT. "This accomplishment is a testament to NOVELSAT's technological leadership and to the game-changing nature of our FUSION product. We look forward to further transition satellite delivery networks with our advanced and highly efficient solutions."

### **About Anthem Sports & Entertainment, Inc.**

[Anthem Sports & Entertainment Inc.](#) is a globally integrated multi-platform company with offices and studios in Los Angeles, Denver, Nashville, New York, Toronto, London and Istanbul. Anthem's portfolio includes [AXS TV](#), a leading music, entertainment and lifestyle television channel and digital media company; [Fight Network](#), the world's premier combat sports channel; [IMPACT Wrestling](#), one of the world's leading wrestling organizations specializing in original programming and live events; [Game+](#), the leader in Esports and gaming content; [GameTV](#), the home of game shows and competition-based reality series; and [HDNet Movies](#), which features theatrically released films and documentaries. Anthem also has a significant ownership interest in Pursuit Channel, one of the top U.S. outdoor channels in the U.S.

### 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](http://www.novelsat.com)

