

iKONG Selects NOVELSAT Video Solutions for Live Broadcasting Services

NOVELSAT video gateways to enhance network connectivity and efficiency for live event broadcasting

Ra'anana, Israel, and Pfaffikon, Switzerland – September 3, 2024 – [NOVELSAT](#), a global leader in content connectivity, announced today that [iKONG](#), a leader in broadcasting services, has chosen NOVELSAT's multi-purpose video gateway, NOVELSAT Xstream, for live broadcasting services. iKONG will utilize NOVELSAT's Xstream powerful video gateways to power its Sports & Events broadcasting services, ensuring the delivery of unparalleled video quality while maintaining its high standard of efficiency and reliability.

NOVELSAT Xstream multi-purpose video gateway provides a highly integrated, optimized, and efficient multi-signal solution for media networks. Built on off-the-shelf servers with software-defined modular architecture and carrier-grade management system, NOVELSAT Xstream high-density architecture incorporates multiple satellite modulators and demodulators, supporting the most bandwidth-efficient waveform, NOVELSAT NS4™, as well as standard DVB-S2 and DVB-S2X. In addition, NOVELSAT Xstream integrates multiple independent ASI and IP interfaces, supporting any-to-any failover matrix with stream and service redundancy. Presenting a powerful re/multiplexing system, NOVELSAT Xstream supports advanced PSI/SI and descriptor handling capabilities as well as program analysis, including program level bitrate measurements on both incoming and outgoing streams.

“We are pleased to enjoy the benefits provided by NOVELSAT technology for our live broadcasting services,” said Orr Ariel, VP Sales Sports & Events of iKONG. “With the Industry wide migration to DVB-S2X, NOVELSAT Xstream platform provided us a robust, cost-effective & efficient solution that encapsulates the new modulation standard as well as the most efficient NS4™ modulation all in one box”.

“We are excited to partner with iKONG and enable the live broadcast of the world's greatest sports events,” said Aviv Ronai, Chief Product and Marketing Officer at NOVELSAT. “NOVELSAT's video solutions provide the reliability, efficiency, and innovation necessary to meet the demanding requirements of modern video networks. Together with iKONG, we are proud to deliver exceptional viewing experiences to audiences everywhere.”

iKONG's Sports and Events team has been at the forefront of delivering world-class live sports broadcasting services. For the last 10 years, iKONG has proudly collaborated with numerous prestigious sports federations and leagues. Being one of the first to fully utilize the potential of NOVELSAT Xstream has certainly helped contribute to iKONG making a name as a service provider among the various sporting governing bodies and rights agencies.

About iKONG

iKO Media Group is a premium end-to-end media service partner for broadcasters and content owners. iKONG provides tailor-made solutions to a wide range of global and local networks. A full spectrum of services is available, including satellite broadcasting, automated, high-capacity playout management, Cloud services, EPG creation, disaster recovery solutions, channel monitoring feed, OTT platforms, fiber and IP delivery, and more. iKONG believes in being forward-thinking, agile, and holistic. This approach allows iKONG to deliver effective solutions customized to specific budgets and requirements without compromising on the quality of service. iKONG is committed to operating its business to create value for all stakeholders. The company's sustainability strategy focuses on social, environmental, and economic responsibility. For more information visit www.ikomg.com.

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 mobile, media, entertainment, government, and mobility markets. For more information visit www.novelsat.com.