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Anuvu and Complex Networks Bring Short-form Content to the Skies and Sea

Anuvu adapts to changing passenger preferences offering non-traditional video content on board

Los Angeles, June 10, 2021: Anuvu, the leading provider of high-speed connectivity and entertainment solutions for demanding worldwide mobility markets, today announces its partnership with Complex Networks, a modern entertainment company and one of the largest youth culture brands, to enable airlines and maritime to broaden their non-traditional content offering and stay ahead of changing passenger tastes.

The agreement with Complex Networks will give Anuvu's clients the option to add popular food, shopping and celebrity culture shows to their content offering, including the show Hot Ones, whose host Sean Evans has been nominated for an Emmy Award; Sneaker Shopping; Complex Closets; Fridge Tours; and more. The shows, ranging from four to 30 minutes, include interviews with celebrities such as Gordon Ramsay, Halle Berry, Cristiano Ronaldo, Kevin Hart, and Billie Eilish. Select Complex Networks' premium content is available on major platforms such as Netflix and Hulu and is broadcast to its 5.36 million YouTube subscribers. Through its partnership with Anuvu, Complex Networks' content will be available to more airline and maritime customers than ever before to reach billions of travelers.

Terri Davies, SVP Content & Media Services, says: "The pandemic has permanently changed content consumption. While theaters have been closed and we've been at home, our appetite for non-traditional content as a new way to stay entertained has grown. As travel resumes, we want our customers' passengers to enjoy the same variety of content they experience at home, including short-form videos.

"Whether you want to see Gordon Ramsay critique spicy chicken wings or watch Wiz Khalifa go sneaker shopping, Complex Networks' fun, light-hearted shows will keep passengers engaged throughout their entire journey. We are thrilled to bring unique content to airline and maritime audiences worldwide."

The Complex Networks package will be available for Iris customers, with bundles appearing on Iris Plus and individual titles featured in the core subscription. Complex Networks will also be offered to non-Iris and maritime customers.

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About Anuvu

Anuvu's team of global experts effortlessly manage connectivity and content requirements for demanding mobility markets including airlines, cruise lines, and mission-critical maritime, energy and government applications. Through long-standing customer relationships, we have a proven track record for meeting our customers' needs, even as the world changes. Anuvu's flexible and agile approach enables us to adopt the newest technology to optimize our clients' experience and we take pride in maximizing the performance of today, while optimizing for tomorrow. Our goal is to provide our clients with reliable, scalable, and affordable solutions that meet the ever-changing needs of their passengers and guests. Through our intelligent leadership and innovation, Anuvu defines next-generation passenger experiences through integrated solutions tailored to our customers' brands and service objectives.

Anuvu. Let Innovation Move You.

Follow Anuvu on [LinkedIn](#) and [Twitter](#) for further updates and insights.

About Complex Networks

Complex Networks champions the people, brands and new trends you need to know now, will obsess over next, and we build consumer universes around them. We're what a modern entertainment company looks like and what others have followed since 2002. From pop culture and style (Complex), food entertainment (First We Feast), music discovery (Pigeons & Planes), sneaker news (Sole Collector) to our festival of cultural convergence (ComplexCon) -- if you want to be part of what's next and build valuable relationships with the audiences who live in it, join us at Complex Networks.

Complex Networks, formed from the acquisition of Complex Media Inc. through a joint venture by Verizon and Hearst, creates and distributes original programming with premium distributors including Netflix, Hulu, Corus, Facebook, Snap, MSG, Fuse, Pluto TV, Roku and more. Our content spans across music to movies, sports to video games, fashion to food and more. We reach the coveted 18-34-year-old male audience and are a Top 3 entertainment network for females 18-34 in the U.S., per comScore. In 2016, Complex Networks launched ComplexCon in Long Beach, California, to bring the "Internet to life." The annual two-day festival attracts over 200 brands, artists, exclusive collaborations, food vendors, and over 60,000 attendees.