



## PRESS RELEASE

### AP1TV and MEASAT team up for Nepalese Broadcasting

**Kuala Lumpur, 21 June 2018** – MEASAT Satellite Systems Sdn. Bhd. (“MEASAT”) announced today an agreement with Nepal Digital Services Pvt. Ltd, to broadcast four (4) free-to-air video channels across Nepal on MEASAT-3 at 91.5°E.

The four channels, which have already begun transmission, are AP1HD, BTV Business, TV Today and TV Filmy.

Nepal is currently digitalising its broadcast services in accordance with the initiative by the Nepalese government.

“AP1TV is excited to work with MEASAT and bring newly digitalised content to Nepal. Currently our channels are broadcast across only Nepal but with MEASAT-3’s global beam, we can take our content to Nepalese diaspora across the Asia Pacific and Middle East,” said Laxmi Prasad Paudyal, Managing Director of Nepal Digital Services Pvt. Ltd. “In MEASAT we have found a partner that clearly understands our goals and has a very strong support system that works well with our team to find solutions across the ecosystem that we operate in.”

“MEASAT looks forward to playing a key role in Nepal’s digital transformation by supporting the local broadcast industry with our expertise and customised solutions,” said Raj Malik, Senior Vice President – Sales, MEASAT.

The 91.5°E prime video hot slot is home to the MEASAT-3, MEASAT-3a and MEASAT-3b satellites, forming the region’s strongest video neighbourhood. From 91.5°E, MEASAT supports broadcasters and DTH operators to distribute UHD, HD and SD channels to audiences across Asia, Australia, East Africa and South-Eastern Europe.

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## **About Nepal Digital Services Pvt. Ltd.**

Nepal Digital Service established on 2016 focuses on providing digital services to major parts of Nepal. The main motive of the company is to provide services like data communication, end to end connection, dark core fiber and various network services. Furthermore, the company aims to deliver ICT consultancy to different governmental and non-governmental organization. Under the dedication of technical experts, troubleshooting and different research regarding networking will also be facilitated.

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## **About MEASAT**

MEASAT is a premium supplier of communication and video services to leading broadcasters, Direct-To-Home (DTH) platforms and telecom operators. With capacity across six (6) communication satellites, MEASAT provides services to over 150 countries representing 80% of the world's population across Asia, Middle East, Africa, Europe and Australia.

The MEASAT satellite fleet includes the state-of-the-art MEASAT-3, MEASAT-3a and MEASAT-3b satellites co-located at 91.5°E, supporting Asia's premium DTH and video distribution neighbourhood; MEASAT-2 at 148.0°E; and, MEASAT-5 at 119.5°E. In Africa, the AFRICASAT-1a satellite at 46.0°E provides satellite capacity across the African continent with connectivity to Europe, Middle East, Malaysia and Singapore.

Working with a select group of world-class partners, MEASAT also provides a complete range of broadcast and telecommunications solutions. Services include UHD, HD and SD video play-out, video turnaround, co-location, uplinking, broadband and IP connectivity services. For more information, please visit [www.measat.com](http://www.measat.com).

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