



PRESS RELEASE

Blue Ant Media selects MEASAT for its Asia Pacific Video Distribution

Kuala Lumpur, 27 February 2018 – MEASAT Satellite Systems Sdn. Bhd. (“MEASAT”) announced today an agreement with international content producer, distributor and channel operator, Blue Ant Media to distribute six (6) video channels across Asia Pacific, further reinforcing its 91.5°E orbital position as Asia’s leading video neighbourhood.

Blue Ant Media’s roster of channels, available throughout the Asia Pacific region, includes Blue Ant Entertainment (formerly RTL CBS Entertainment) which airs top drama, reality series, late night talk shows and prestigious U.S. award show telecasts; and its action-packed content Blue Ant Extreme (formerly RTL CBS Extreme) which showcases, popular series, extreme sports, magic and reality programming. The media company’s bouquet of channels in Asia Pacific also includes Love Nature which offers exclusive and family-friendly, original wildlife and nature programming via its 4K and HD linear channels; and ZooMoo, a children’s nature broadcaster with 500 hours of original content combining spectacular wildlife footage with puppetry, animation and narration for the Kids aged 2-7 category.

As part of a new carriage deal, Blue Ant Entertainment HD, Blue Ant Extreme HD, Blue Ant Entertainment Philippines SD, ZooMoo HD, Love Nature 4K and Love Nature HD have all begun transmission and are available to Pay-TV operators across Asia Pacific. MEASAT is the preferred option for the Asia Pacific distribution given the popularity of the video neighbourhood at 91.5°E, wide affiliate reach and ability to offer customized solutions.

“Our partnership with MEASAT, a leading satellite operator in the Asia Pacific market, is integral to the expanded distribution of Blue Ant Media’s channels across the region,” said Beatrice Lee, CEO, Blue Ant Media Asia Pacific. “With hundreds of hours of originally produced programming, top series and in-demand telecasts, our premium brands are sure to entertain audiences of all ages everywhere.”

“The pace of adoption of both HD and UHD video is accelerating across Asia Pacific and MEASAT will continue to increase its leadership position. With the addition of six diverse, highly entertaining channels from the Blue Ant Media’s portfolio, 91.5°E continues growing from strength to strength as a prime gateway with ever more compelling content,” says 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 Blue Ant Media

Blue Ant Media is a privately held, international content producer, distributor and channel operator. From our production houses around the world, we create content for multiple genres including factual, factual entertainment, short-form digital series and kids programming. Our distribution business, Blue Ant International, offers a catalogue of 3,200+ hours of content, including the largest 4K natural history offering on the market. Blue Ant Media's international channel business offers a portfolio of media brands such as Love Nature (International), ZooMoo Networks (International), Smithsonian Channel Canada, BBC Earth (Canada), Blue Ant Entertainment (International), Blue Ant Extreme (International) and HGTV (New Zealand). Blue Ant Media is headquartered in Toronto with operations in Los Angeles, Singapore, Auckland, Dunedin, London, Sydney, Beijing and Taipei. [Blueantmedia.com](http://blueantmedia.com).

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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, the 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.

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