



RR Media
Rethink.Reinvent

PRESS RELEASE

MEASAT Strengthens African Video Neighbourhood with CBS Reality

Kuala Lumpur, 05 May 2016 – MEASAT Satellite Systems Sdn. Bhd (“MEASAT”) and RR Media announced today the launch of the CBS Reality channel across the African continent. The channel is available to Pay TV operators from AFRICASAT-1a satellite at 46.0°E.

CBS Reality is an award winning channel featuring compelling documentaries and hard-hitting real life dramas.

“With MEASAT we are creating a premium selection of Tier One channels that we are able to offer to Pay TV operators and cable providers across the African continent. We are happy to work with MEASAT to offer the most comprehensive channel line-up in order to add value to operators,” said Shlomi Izkovitz, VP Global Sales, RR Media.

“MEASAT is pleased to partner with RR Media again to deliver premium video content to Africa,” said Yau Chyong Lim, Chief Commercial Officer, MEASAT. “With our strengths and partnerships, Pay TV operators are increasingly attracted to our video neighbourhood. MEASAT is on track to build 46.0°E as Africa’s leading video hotslot.”

The AFRICASAT-1a satellite provides high powered C-band beams with excellent look angles across the African continent and island nations. Through this and great brand recognition with a strong channel line-up, AFRICASAT-1a is increasingly preferred by channel operators and content providers.

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About RR Media

RR Media works in partnership with the world's leading media players to create the richest possible media and entertainment experiences for the world's consumers. RR Media's complete ecosystem of digital media services maximize the potential of media and entertainment content, covering four main areas: smart global content distribution network with an optimized combination of satellite, fiber and the internet; content management & playout; sports, news & live events; and online video services. RR Media provides scalable digital media services to more than 1,000 channels, with over 200 channels fully managed. RR Media also distributes over 350 hours of live events daily and delivers content to 95% of the world's population reaching viewers of multiplatform operators, over 100 VOD platforms, online video and direct-to-home services.

About MEASAT Global

The MEASAT group is a premium supplier of services to leading broadcasters, Direct-To-Home (DTH) platforms and telecom operators. With capacity across six (6) communication satellites, MEASAT provides satellite 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 neighborhood; 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. The MEASAT fleet will be further strengthened early 2018 with the addition of MEASAT-2a at 148.0°E.

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 termination services. For more information, please visit www.measat.com.

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