



Measat highlighting UHD service at show, sees more 4K growth in Asia

Measat Satellite Systems is showcasing its 4K capabilities to highlight the company's 'leadership' in the UHD space in Asia-Pacific.

"We are probably the leader in UHD linear channels. Other operators do have 4K content, but they are more like promo channels," says Yau Chyong Lim, chief operating officer of Measat.

Measat offers a flexible solution for channels and content providers to deliver Ultra HD (UHD) content through 91.5°E—a video hot slot to reach viewers in Asia-Pacific, Middle East, Australia and East Africa.

The company's UHD platform which currently has two channels—Fashion One 4K and Insight—leverages the latest compression technique to provide greater satellite efficiency using DVB-S2/S2X modulation and HEVC encoding.

Additionally, Measat's UHD video distribution solution was designed to offer a High Service Level Availability (SLA), including

round-the-clock monitoring and support by its Network Management Centre and a redundant system to facilitate quick fault recovery.

Lim believes that the UHD market in Asia-Pacific will continue to grow.

Like SD and HD, UHD will undergo the same cycle, where all the ecosystem would need to be in place, so more operators can deploy content in 4K, he explains.

In the case of SD and HD, Measat worked with partners in the past to help channel operators launch SD or HD services by providing the needed technology platforms.

"What we are doing now is like a 'chicken and egg' situation wherein we can provide the ecosystem for UHD deployment," he says.

"We believe that in two or three years' time, UHD will also be in the mainstream. Because we need to start somewhere, then we can bring the technology to help

deliver UHD content."

Meanwhile, Lim sees OTT as another growth area for Asia-Pacific, but he feels that it would depend on the infrastructure development per country.

Singapore and Hong Kong, for example, have extensive fibre networks that would enable OTT service to spread, Lim says.

Compared with other countries with fibre connectivity confined mostly in urban areas, OTT for these Asian countries may take a while to flourish, he concludes.