



PRESS RELEASE

Encompass Digital Media Strengthens Partnership with MEASAT

Global media services provider adds 8 channels to 91.5°E video neighbourhood

Kuala Lumpur, 25 April 2017 – MEASAT Satellite Systems Sdn. Bhd. (“MEASAT”) announced that Encompass Digital Media (“Encompass”) is expanding their presence on MEASAT’s leading 91.5°E video neighbourhood.

Eight (8) more channels are now available from 91.5°E: HITS HD, KIX360 SD, Zee Sine SD, beIN Asia Pacific’s Indonesia feeds - beIN SPORTS 1, beIN SPORTS 2, beIN SPORTS 3, WAKUWAKU JAPAN SEA HD and WAKUWAKU JAPAN Taiwan HD, all of which are distributed to TV platforms in more than 100 countries across the Asia Pacific.

“Encompass is delighted to increase our video line-up in MEASAT’s 91.5°E video hotspot. With satellite still the preferred means for linear TV distribution for emerging markets, MEASAT and Encompass are working together to expand in this segment,” said Deepakjit Singh, Chief Innovation Officer, Encompass. “We look forward to continue growing with MEASAT in the years to come.”

“By strengthening our partnership, MEASAT and Encompass continue to increase compelling content for Asia Pacific audiences,” said Yau Chyong Lim, Chief Operating Officer, MEASAT. “Video continues to be MEASAT’s core focus and we will continue to grow this segment in cooperation with partners, content providers and channel operators.”

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 Encompass Digital Media

Encompass is a global technology services company focused on supporting TV networks, broadcasters, sports leagues and digital leaders with the delivery of their linear/nonlinear video content across television and digital platforms. Services include: global transmission and connectivity, channel playout, OTT/TV streaming and VOD, live events and disaster recovery. For more information, please visit www.encompass.tv, and follow us on social media – [LinkedIn](#) and [Twitter](#).

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

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