



## MEASAT'S HD PLATFORM REACHES 40

**Kuala Lumpur, 18 June 2013** – MEASAT Satellite Systems Sdn. Bhd. ("MEASAT") announced today an agreement with Encompass Digital Media ("Encompass") for the distribution of the latest offerings from A+E Networks' SEA venture - Lifetime® and H2™. Both the channels are owned by A+E Networks and will be made available in HD across Asia via the MEASAT-3/3a video neighbourhood.

"Our relationship with A+E Networks continues to expand and at Encompass, we're committed to creating the best quality of experience for their audience. As we previously predicted would happen, Asian audiences are beginning to demand HD as standard," said Deepakjit Singh, Managing Director, Asia, Encompass Digital Media. "Our facilities are built to offer a fully redundant, HD/SD/3D-capable architecture which serves as a non-stop broadcast hub for clients like Lifetime Television and H2 as they seek to expand their services and reach their audiences in more meaningful ways."

"MEASAT is glad to partner with Encompass on the distribution of Lifetime and H2, which brings to 40 the number of channels on the MEASAT HD platform," said Jarod Lopez, Vice President, Broadcast Sales, MEASAT. "These new deals are indicative of the continuing strong demand for quality HD channels across the region."

In addition, Encompass signed on for additional capacity on MEASAT-3a to address the growing demand for HD channel distribution in Asia.

The 91.5E orbital slot is currently supported by the co-located MEASAT-3 and MEASAT-3a satellites. Capacity at this slot will be expanded over the next two (2) years with the launch of MEASAT-3b in Q1 2014 and MEASAT-3c in Q3 2015.

## **About Encompass Digital Media**

Encompass, a leader in digital media services, owns and operates state-of-the-art broadcast facilities throughout the United States, Latin America, United Kingdom and Asia. The company's mission-critical media services provide broadcasters, cable networks, corporations and government entities with customized solutions for the management and distribution of content. With global access to large satellite and fiber footprints, Encompass has 24/7/365 Teleport facilities and technical personnel in Los Angeles; Atlanta; New York; Stamford, Conn.; Lino Lakes and Minneapolis, Minn.; Burbank, Calif.; Buenos Aires; London; and Singapore.

In Asia Pacific, Encompass originates over 100 channels and is a partner to the biggest names in media including AETN, BBC, CNBC, Discovery Networks and MTV. Based in Singapore, Encompass Asia has the largest digital media facility in the region with 88,000 sq. ft. and 16 satellite uplinks. The Encompass is designed to offer a robust, redundant infrastructure for content distribution, digital media manipulation, and creative, technical and global archive services. In addition, the facility also houses a cutting-edge post-production studio giving its clients an end-to-end solution for creating and delivering content.

For more information, please visit [www.encompass.tv](http://www.encompass.tv).

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## **About MEASAT**

MEASAT is a premium supplier of satellite communication services to leading international broadcasters, DTH platforms and telecom operators. With capacity across five (5) satellites, the company provides satellite services to over 150 countries representing 80% of the world's population across Asia, Middle East, Africa, Europe and Australia.

The MEASAT fleet includes the state-of-the-art MEASAT-3 and MEASAT-3a satellites at 91.5°E which support Asia's premium DTH (direct-to-home) 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 and South East Asia. The MEASAT fleet will be further strengthened with the addition of MEASAT-3b at 91.5°E in Q1 2014 and MEASAT-3c in mid 2015.

Leveraging facilities at the MEASAT Teleport and Broadcast Centre, and working with a select group of world-class partners, MEASAT also provides a complete range of broadcast and telecommunications solutions. Services include 3D, high definition and standard definition video playout, video turnaround, co-location, uplinking, broadband and IP termination services.

For more information, please visit [www.measat.com](http://www.measat.com).

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