



## **MEASAT-3/3a HD PLATFORM TIPS 50**

*91.5°E Continues to Lead Asian HD Channel Distribution*

**Kuala Lumpur, 19 March 2014:** MEASAT Satellite Systems Sdn. Bhd. (“MEASAT”) announced today that the MEASAT-3/3a platform has become the first Asian C-Band satellite platform to exceed 50 high definition (“HD”) channels, confirming the maturing of the HD content business in Asia.

MEASAT started offering HD distribution services on the MEASAT-3 satellite in July 2007. Working with a select group of channels, technology partners and uplink providers, MEASAT developed a flexible solution for the launch and distribution of HD channels across the Asia-Pacific region. The services were expanded in 2009 with the launch of the collocated MEASAT-3a satellite. This strategy, underpinned by significant financial and technological investments and an innovative business model, helped develop the HD segment in Asia to what it is today.

Today MEASAT works with the industry’s leading uplink providers, including Encompass Digital Media (“Encompass”), Globecast and RRsat America - Global Communications Network Inc (“RRsat”) with an HD video distribution solution tailor-made for the Asian market. In addition to the channels distributed by the uplink partners, the satellite also supports HD channels uplinked by the channel operator.

“In 2007, MEASAT had already developed the long-term vision to introduce tailor-made HD solutions to the Asian market,” said Deepakjit Singh, Managing Director, Encompass. “Encompass is now using the MEASAT MCPC platform at 91.5°E to distribute 20 premium HD channels across Asia.”

“MEASAT had the vision and foresight to propose a partnership business model with leading teleports and MCPC platforms in which the Asian HD segment would be promoted jointly. This innovative approach has led to Globecast Asia distributing 12 top HD channels across Asia.” added Yew Weng Soo, Senior Vice President, Sales, Globecast Asia.

“The coverage provided by RRsat’s MCPC platform on MEASAT-3/3a at 91.5°E extends across 102 countries across Asia, from Japan to Africa,” added Lior Rival, Chief Commercial Officer, RRsat. “This coverage is an essential factor in RRsat’s decision to choose MEASAT as our Asian HD distribution partner for 10 high quality HD channels. This premium platform is an important part of our value-added media services portfolio that enables our customers to reach more places, in more ways on more devices.”

“In collaboration with our partners we developed an innovative business model to help ‘jump start’ the Asian HD segment” said Paul Brown-Kenyon, Chief Executive Officer, MEASAT. “Through this collaboration, we announced the first Asian regional C-Band distribution of an HD channel in 2007. We are delighted to be able to celebrate the maturing of the HD segment with the announcement of the 50 HD channels on our platform this week. We continue to work with our partners and our customers to ensure that our services are tailored for channel operators, and the MEASAT-3/3a satellites are the key HD location for Asian HD content.”



### **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 Globecast**

Globecast opens up global opportunities in broadcasting by making content distribution and management simple. Part of the Orange group, Globecast delivers tailored content management and delivery solutions to meet the needs of markets all over the world. For channels, Globecast provides media management and playout solutions as well as global content delivery via fibre, satellite and IP. Through its fleet of SNG vehicles and production partners, the company also provides coverage of news, sports and special events around the globe. Globecast has capacity on all the world's major broadcast satellites, a three-continent proprietary fibre network and state-of-the-art facilities in the world's biggest media hubs. Finally, Globecast has a content aggregation and distribution team that helps secure distribution on leading Pay TV platforms. Present in Europe, the Americas, the Middle East, Asia, Africa and Australia, Globecast offers simplicity, flexibility and knowledge to the world's leading broadcasters. For more information, please visit [www.globecast.com](http://www.globecast.com)

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### **About RRsat Global Communications Network Ltd.**

RRsat Global Communications Network Ltd. (NASDAQ: RRSAT) provides global, end-to-end, content management and distribution services to the rapidly expanding television and radio broadcasting industries, covering more than 150 countries. Through its RRsat Global Network, composed of satellite and terrestrial fiber optic capacity and the public Internet, RRsat provides high-quality and flexible global distribution services 24/7 to more than 630 channels reaching multiplatform operators, Internet TV and direct-to-home viewers worldwide and also offers occasional use services for sports, news and events with a fleet of flyaways and over 10 transportable satellite news gathering services (SNG) units. More than 130 television and radio channels use RRsat's advanced production and playout centers comprising comprehensive media asset management services. Visit the company's website [www.rrsat.com](http://www.rrsat.com)

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### **About MEASAT**

MEASAT is a premium supplier of satellite communication services to leading international broadcasters, Direct-To-Home (DTH) platforms and telecom operators. With capacity across five (5) communication 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 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 and South East Asia. The MEASAT fleet will be further strengthened with the addition of MEASAT-3b in May 2014 and MEASAT-3c in H2 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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