

# New Measat satellite launched

**M**alaysian-based satellite operator, Measat Satellite Systems Sdn Bhd, is poised to become a major regional player after launching its third and biggest satellite recently.

The launch of Measat-3 is also expected to bring in new business from South Asia, Middle East and Africa, said Measat's Chief Operating Officer, Paul Brown-Kenyon.

He said the new satellite has expanded Measat's coverage to 110 countries representing about 70 percent of the global population – spanning from Australia to the Middle East, Eastern Europe and Africa.

"There are only a few companies that operate satellites with strong Pan Asian video distribution neighbourhoods in the region. With Measat-3, we have a satellite able to provide an alternative option for quality broadcast distribution services," he said.

Mr Brown-Kenyon said he was "very confident" that take up of the new US\$130 million satellite's capacity would be strong.



**Paul Brown-Kenyon**

"This is a very good satellite. Based on discussions with customers over the last six months, there is significant interest in the satellite. We already have commitments for the vast majority of the Ku-band capacity," he said.

"We have existing customers in Malaysia and Indonesia and are discussing with three new players in South Asia over supporting their DTH operations."

He also mentioned that that there was strong interest from the broadcasting community in the global and Asian C-band beams.

"Measat-3 was launched for two purposes. The first is to support the

growth of existing customers, and the second is to allow us to enter new markets," he explained.

Measat currently supports four Direct-to-Home (DTH) platforms – Astro-Malaysia, PT Direct Vision-Indonesia, VTV-Vietnam and CSTV-Australia – as well as broadcasters across the region.

"Measat-3 will also enable us to penetrate new markets, whether these markets are close to our current broadcaster customers, or if they are new broadcasting markets in South Asia and the Middle East," he added.

## Growing business

Mr Brown-Kenyon said the satellite operator held the rights to 16 orbital slots around the world and is looking at ways to develop these slots to grow business.

"We are currently using two slots, and we're looking at developing other slots depending on the local partner involved. We're in discussion with a couple of regions, specifically the Middle East and Africa, for potential opportunities to develop new orbital slots," he said in an interview.

The Measat-3 satellite was manufactured by Boeing, and has a lifespan of 15 years. Measat spent between US\$230 million and US\$240 million to build the satellite and launch it alongside Measat-1, which is currently operating at full capacity.

Measat also has plans to replace Measat-1 at the end of 2007/early 2008 with a new satellite. Measat-1R will be equipped with one global C-band beam and two Ku-band beams for Malaysia and Indonesia, and will provide replacement C-band capacity and provide new growth opportunities for DTH. □



**The MEASAT antenna farm at its headquarters in Cyberjaya**