

# iConcerts is Measat's latest client

Measat Satellite Systems has signed an agreement with Transmedia Communication to distribute the iConcerts HD channel via the Measat-3a satellite.

iConcerts is a cross-platform service dedicated to live music. With a library of more than 1,000 live music performances, TV shows and documentaries, iConcerts features some of the world's most popular international artists — from Coldplay to Santana.

iConcerts HD has already established itself as the first 24-hour HDTV concert music channel in Europe.

“Measat HDTV satellite services are key to our Asian expansion strategy,” said Etienne Mirlesse, CEO of Transmedia Communication. “We have re-

cently signed distribution agreements in Taiwan, South Korea and Singapore for the iConcerts HDTV linear channel and VoD services. iConcerts would continue to expand our unique cross-platform offer so that Asian music fans can enjoy the best music performances in state-of-the-art quality.”

“Measat is delighted to welcome iConcerts HD to the Measat HD platform,” said Terry Bleakley, Measat's vice-president, Commercial Operations. “There has been a significant increase in the number of HDTV pay-TV services broadcast in Asia, and we are encouraged that Measat has captured market leadership creating Asia's strongest HDTV broadcast distribution neighbourhood.”