



## **ESPN STAR SPORTS JOINS MEASAT'S VIDEO NEIGHBOURHOOD**

Kuala Lumpur, 8 September 2008 -- MEASAT Satellite Systems Sdn Bhd (MEASAT) announced today an agreement with ESPN STAR Sports (ESS) to lease transponder services on the MEASAT-3 satellite for contribution feeds for special events in the Asian region.

ESS, a joint venture between two of the world's leading cable and satellite broadcasters – Walt Disney (ESPN, Inc.) and News Corporation Limited (STAR) – provides an unparalleled variety of premier live sports from around the globe 24 hours a day. Operating 17 branded networks across Asia, ESS transmits in four different languages to a cumulative reach of more than 310 million.

"MEASAT-3 is becoming the popular choice amongst International Broadcasters" said Terry Bleakley, Vice President, Commercial Operations, MEASAT. "We are delighted to welcome ESS to our expanding video neighborhood by supporting their services across Asia, Africa, Australia and the Middle East."

"We are encouraged by the drive and dynamism of the team at MEASAT." said Tom McVeigh, Senior Vice President, Operations and Technology, ESPN STAR Sports. "We are looking forward to have them as a partner that offers a cost effective solution to transmit our premium sports properties across the globe."

### **About MEASAT**

MEASAT is a premium supplier of satellite communication services to Asia's leading broadcasters, DTH platforms and telecom operators. With the recent commissioning of AFRICASAT-1, the MEASAT fleet is able to provide satellite capacity over 145 countries representing 80% of the world's population across Asia Pacific, Middle East, Africa, Europe and Australia. The fleet will be further enhanced with the launch of MEASAT-3a, providing additional capacity and in-orbit redundancy at the Company's key 91.5E orbital video slot.

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 services including high definition and standard definition video playout, video turnaround, collocation, uplinking and IP termination services.

### **About ESPN STAR Sports**

ESPN STAR Sports is a 50:50 joint venture between two of the world's leading cable and satellite broadcasters. As Asia's definitive and complete sports broadcaster and content provider, ESPN STAR Sports combines the strengths and resources of its ultimate parent companies – Walt Disney (ESPN, Inc.) and News Corporation Limited (STAR) – to deliver a diverse array of international and regional sports to viewers via its encrypted pay and free-to-air services.

ESPN STAR Sports showcases an unparalleled variety of premier live sports from around the globe 24 hours a day to a cumulative reach of more than 310 million viewers in Asia. ESPN STAR Sports has 17 networks covering 24 countries, each localised to deliver differentiated world-class premier sports programming to Asian viewers. This includes ESPN Asia, ESPN China, ESPN Hong Kong, ESPN India, ESPN Malaysia, ESPN Philippines, ESPN Singapore, ESPN Taiwan, MBC-ESPN (Korea), STAR Sports Asia, STAR Sports Hong Kong, STAR Sports India, STAR Sports Malaysia, STAR Sports Singapore, STAR Sports Southeast Asia, STAR Sports Taiwan, and STAR Cricket.

On the ground, the ESPN STAR Sports Event Management Group manages and promotes premier sporting events around Asia. ESPN STAR Sports aims to reach consumers at any time, any place and through all new media platforms, both internet and mobile. The multi-lingual, online platforms, [espnstar.com](http://espnstar.com), [espnstar.com.cn](http://espnstar.com.cn) and [espnstar.com.tw](http://espnstar.com.tw) and [footballcrazy.tv](http://footballcrazy.tv) interact with millions of users providing them with in-depth sports news, results and competitions. Developed for the sports fan that is constantly on the move, *mobileESPN* and STAR Sports Mobile delivers differentiated mobile content targeted at its various audiences. *mobileESPN* enables the serious sports fan to follow their favourite sports more closely than ever before with a combination of specially produced video news clips, in-depth news coverage and analysis. STAR Sports Mobile aims to provide interactive and entertaining opportunities to engage with sports, delivering exclusive video excerpts from leading football clubs Arsenal and Liverpool as well as highlights from STAR Sports original programmes covering opinions, instructional tips and the latest online game reviews.

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