



## **MEASAT-3/3a HD PLATFORM COMES OF AGE**

### **Addition of tvN HD brings to 21 number of HD channels on MEASAT platform**

**Kuala Lumpur, 25 July 2011** – MEASAT Satellite Systems Sdn. Bhd. (“MEASAT”) announced today the addition of tvN HD from FOX International Channels (“FIC”) to the MEASAT-3/3a video neighbourhood, bringing to 21 the number of HD channels on the platform.

tvN (Total Variety Network) is a leading Asian channel that offers 6,000+ hours of diverse content from drama, variety show, K-pop, E-news, reality and lifestyle. The programs hosted by famous Korean celebrities, feature trend-setting programming based upon aspects of Korean popular culture most appealing to today’s young audience. tvN HD will be subtitled in English, Chinese and Malay; and dubbed in Cantonese, Mandarin and Thai. The channel will be distributed together with the popular National Geographic Channel HD, Nat Geo Wild HD and Fox Family Movies HD in the FIC network on MEASAT’s HD platform.

The addition of tvN HD solidifies FIC as Asia’s largest HD service provider. Currently FIC has 15 HD channels across genres such as factual, American and Chinese entertainment, as well as Hollywood movies reaching more than 11 million homes in Asia Pacific and Middle East\*.

“We are delighted to extend this strategic partnership with MEASAT. FIC has Asia’s strongest HD channel portfolio that brings viewers a broad spectrum of entertainment. tvN HD is a smart addition to the portfolio, allowing our viewers to enjoy the Korean wave and engaging TV content that no other networks can offer,” said Joon Lee, Senior Vice President, Content and Communication, FIC.

“FIC’s expanding presence on MEASAT-3 reinforces the important role our video neighbourhood plays in the region,” said Jarod Lopez, Director of Sales, Broadcast Services, MEASAT. “With the inclusion of tvN HD, MEASAT now delivers 21 channels on its HD video neighbourhood across Asia Pacific.”

The MEASAT-3 satellite is co-located with MEASAT-3a at the 91.5°E orbital hot slot. Both satellites provide premium video services across the region. The orbital slot will be further strengthened in 2013 with the addition of MEASAT-3b satellite.

“The distribution of tvN HD via MEASAT-3 enhances the range of high quality content on our HD platform, making MEASAT the fastest growing HD channel distributor and the preferred choice for broadcasters in the region,” added Lopez.

*\*Source: FOSM Internal Distribution Q2 2011*

## **About MEASAT**

MEASAT is a premium supplier of satellite communication services to Asia's leading broadcasters, DTH platforms and telecom operators. Operating four communications satellites, the MEASAT fleet is able to provide satellite capacity to over 145 countries representing 80% of the world's population across Asia Pacific, Middle East, Africa, Europe and Australia. With the state of art MEASAT-3 and MEASAT-3a satellites located at the Company's key orbital slot at 91.5°E, the MEASAT fleet has a total of 100 transponders across four satellites.

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 3D, high definition and standard definition video playout, video turnaround, co-location, uplinking and IP termination services.

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

## **About FOX International Channels**

FOX International Channels (FIC) is News Corporation's international multi-media business. We develop, produce and distribute 200+ wholly- and majority-owned entertainment, factual, sports and movie channels across Latin America, Europe, Asia and Africa, in 35 languages. These networks and their related mobile, non-linear and high-definition extensions, reach over 1 billion cumulative subscribing households worldwide. We also operate a global online advertising unit, .FOX (pronounced "dot-fox") specialized in online video and display, and four TV production houses. In operation since: August 14, 1993. For more information, please visit: [www.foxinternationalchannels.com](http://www.foxinternationalchannels.com).

In Asia, FIC operates 27 channel brands including the *Fox*, *Star* and *National Geographic* brands in 75 channel feeds across 13 markets, reaching more than 550 million cumulative subscribers in Asia Pacific and Middle East. The leading pay-TV network has offices in Singapore, Malaysia, Indonesia, Philippines, Thailand, Hong Kong, China, Taiwan, Japan, Korea, Australia, Middle East and India.

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