



## Breaking News

### MEASAT'S HD NEIGHBOURHOOD WELCOMES ICONCERTS

**Kuala Lumpur, 11 June 2010** – MEASAT Satellite Systems Sdn. Bhd. (“MEASAT”) announced today an agreement has been signed with Transmedia Communication SA to distribute the iConcerts HD channel via the MEASAT-3a satellite.

iConcerts is a unique cross-platform service dedicated to live music. With a library of over 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 24/7 HDTV concert music channel in Europe.

“MEASAT HDTV satellite services are key to our Asian expansion strategy,” said Etienne Mirlesse, CEO, Transmedia Communication. “We have recently signed distribution agreements in Taiwan, South Korea and Singapore for the iConcerts HDTV linear channel and VOD services. iConcerts will 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, Vice President, Commercial Operations, MEASAT. “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.

#### **About iConcerts**

iConcerts HD is the first 360° live music service, offering music fans a 24/7 HDTV channel and a video on demand platform with over 1,000 concerts and live performances featuring top-selling artists in a variety of popular musical genres, and covering some of the most high profile festivals and live events.

To date, iConcerts TV and VOD services are available in Taiwan, South Korea, France, Italy, Belgium, Switzerland, Finland, Portugal, Sub-Saharan Africa, Turkey, Lithuania and Dubai. Further information on iConcerts cross-platform services is available at [www.iconcerts.com](http://www.iconcerts.com).

iConcerts is a division of Swiss-based Transmedia Communications SA.

## **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-3a satellite 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 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).

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