



## Breaking News

### SKY NEWS HD JOINS MEASAT'S VIDEO NEIGHBOURHOOD

**Kuala Lumpur, 28 October 2010** – MEASAT Satellite Systems Sdn. Bhd. (“MEASAT”) announced today that Sky News HD will be distributed via the MEASAT-3a satellite. Sky News HD will be available on MEASAT’s High Definition (“HD”) video neighbourhood broadcasting through MEASAT-3a’s C-band transponder across the Asia Pacific region.

Sky News HD, first launched in May 2010, becoming Britain’s first High Definition rolling news channel, uniting first-class journalism with sharp picture quality, bringing HD customers closer to the news.

As the UK’s first dedicated 24-hour news channel, Sky News has built a deserved reputation for being the first to break major news, consistently out-performing the competition and winning more awards since its launch than any other news channel. Sky News has brought a fresh approach to news broadcasting, and is renowned for the speed of its coverage and flexibility of reporting news live.

“The addition of Sky News HD on MEASAT’s platform adds variety to our bouquet of HD channels,” said Jarod Lopez, Director of Sales, Broadcast Services, MEASAT. “This is MEASAT’s 15<sup>th</sup> HD channel – making us the preferred satellite operator of choice for HD channel distribution in the region.”

MEASAT’s HD video neighbourhood has grown strongly since the inception of MEASAT’s hotbirds, MEASAT-3 and MEASAT-3a satellites. Both satellites are co-located at the 91.5°E orbital slot to support the growing market demand within Asia Pacific.

“The inclusion of Sky News HD maintains MEASAT’s leadership in the Asian region for HD channel distribution,” added Jarod. “We are continuously expanding our HD video neighbourhood with new and exciting channels to meet demands for HD content.”

## **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 newly launched 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)

## **Sky News and skynews.com**

Since its launch in 1989, Sky News has established itself as a formidable and innovative force in the world of news broadcasting. It now provides news to around 145 million people in 36 countries in Europe alone, with distribution across Africa, the Middle East and Asia.

Valued for fairness, balance and journalistic objectivity by both viewers and regulators, the award-winning channel has also earned a reputation for the speed of its 24-hour coverage and flexibility in reporting live news – first.

In addition to its status as one of Europe's leading 24 hour news channels, skynews.com is one of the fastest growing websites on the continent. It is also available on mobile phones, on desktops, on UK rail platforms and Virgin Atlantic flights.

In March 2009 Sky News Radio became the sole provider of national and international news to all commercial stations in the UK – reaching around 31 million listeners in total – when it took over the contract to supply IRN stations, in addition to its existing clients.

In 2010 Sky News won the prestigious RTS News Channel of the Year award for a record seventh time and an International Emmy award for its coverage of the Taliban in Pakistan. Sky News won a Golden Nymph at the 2009 Monte Carlo Television Festival for Best 24 Hour News Programme for its coverage of the Mumbai terror attacks. Sky News was also named Best News Service at the Broadcast Digital Awards 2009 and Skynews.com won the Association of Online Publishers award for website of the year, 2008.

In May 2010 Sky News launched Britain's first High Definition rolling news channel, Sky News HD, uniting first-class journalism with sharp picture quality, bringing HD customers closer to the news.

### **Contact:**

Chan Ming Yang  
MEASAT  
+60 (3) 8213 2154  
[mingyang@measat.com](mailto:mingyang@measat.com)