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### **MTV PAKISTAN & INDUS VISION JOIN MEASAT'S VIDEO NEIGHBOURHOOD**

**Kuala Lumpur, 17 October 2007** - MEASAT Satellite Systems Sdn. Bhd. ("MEASAT") announced today that Pacific Century Matrix ("PCM"), a leading provider of satellite-based television broadcast solutions, has signed agreements with the Indus Media Group to use the MEASAT-3 satellite for the distribution of MTV Pakistan and Indus Vision.

"MEASAT is pleased to work with the Indus Media Group and Pacific Century Matrix to support the distribution of MTV Pakistan and Indus Vision, Pakistan's premier music and television channels," said Terry Bleakley, MEASAT's Vice President – Sales & Marketing.

"Through MEASAT-3, we are proud to be able to provide reliable high quality satellite services across South Asia." "South Asian broadcasters have selected the MEASAT-3 satellite for distribution because of its excellent coverage and rapidly expanding presence in the region's cable neighbourhood. Our Pakistani bouquet customers, comprising premier channels such as FILMAX, FILMAZIA, INDUS VISION and MTV PAKISTAN, have all migrated their channels to our full transponder MCPC broadcast platform on MEASAT-3," said Johnny Ng, PCM's Director of Broadcast Sales, responsible for the South Asian market.

Ghazanfar Ali, Chairman, Indus Media Group, said "It gives me great pleasure that two of our TV Channels, Indus Vision and MTV Pakistan are on the MEASAT platform. I am certain MEASAT-3 will give us enhanced coverage and quality, which will go towards satisfying the discerning Pakistani TV viewers."

### **About MEASAT**

MEASAT is a premium supplier of satellite communication services to Asia's leading broadcasters, DTH operators and telecom operators. The MEASAT satellite fleet, comprising MEASAT-1, MEASAT-2 and the state-of-the-art MEASAT-3 satellites, provides services to over 100 countries, representing more than 70% of the world's population. The fleet will be further enhanced in 2008 with the launch of the MEASAT-1R satellite.

Leveraging facilities at the MEASAT Teleport and Broadcast Centre, and working with a select group of world-class media partners including Astro, Pacific Century Matrix and STT, MEASAT provides a complete range of broadcast services including video playout, up-linking, and video turnaround to and from the key European and North American markets.

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

### **About Pacific Century Matrix**

Pacific Century Matrix (HK) Ltd. is a leading provider of satellite-based television broadcast and broadband network solutions providing unsurpassed reach to the world's fastest growing and largest markets. With its Broadcast Center in Hong Kong, PCM offers high quality broadcast services on premium MCPC satellite platforms, and a wide range of added value services including global contribution links and channel distribution to Asian cable networks. Complementing its core business of broadcast services, PCM delivers broadband telecommunications services to businesses throughout Asia Pacific and the Middle East, by satellite and fibre. These services include Internet Access via multiple MCPC DVB/IP and SCPC platforms, Corporate VSAT, and VOIP.

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

### **About Indus Media Group**

Indus Media Group (IMG) owns and operates Indus TV Network (Private) Limited and the Indus brand of television channels in various global markets. IMG prides itself with launching Pakistan's first independent satellite channel pioneering the new face of Pakistani electronic media.

Indus Vision is the first independent satellite channel and Pakistan's top-rated general entertainment channel. Programming on the channel includes dramas, sitcoms, entertainment and magazine shows, cooking shows, awards, fashion programs, talk shows, television films, and children's programming.

MTV Pakistan, the 57<sup>th</sup> channel of MTV Networks International, showcases a combination of Pakistani and international music videos and locally produced content, complemented by MTV's international long-form programming. Within a year from the start of operations, MTV Pakistan had an estimated viewer base of about 3.2 million homes or 80% of the 4 million homes with cable TV in the country, and showcases 90 percent local content which appeals tremendously to the viewer. MTV Pakistan has very popular VJ's, and our technical and production teams are highly professional. Since the youth form a significant proportion of the population of Pakistan, the potential for growth for MTV Pakistan is tremendous. MTV Pakistan is the most popular music channel in Pakistan

For more information, please visit [www.industv.net](http://www.industv.net)