

News Release

British Broadcasting Corporation BBC Worldwide Press Office
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BBC Worldwide

BBC Worldwide and MEASAT sign agreement for BBC Prime in Asia

BBC Worldwide, the commercial consumer arm of the BBC, and a unit of MEASAT Global Berhad, owner and operator of the MEASAT satellite network, today announced an agreement for using MEASAT to broadcast BBC Worldwide's international entertainment channel BBC Prime into Asia. The channel is a specially developed version of BBC Worldwide's international entertainment channel of the same name currently available in Europe, Middle East and Africa and will start broadcasting on December, 1st 2004. The announcement was made today at the CASBAA convention, the Asian cable and satellite conference in Hong Kong.

BBC Prime will bring the best of BBC entertainment to viewers in Asia, with a varied mix of comedy, drama, life style, talk shows, game shows, music and documentaries. Through the MEASAT-1 satellite, BBC Prime will be offered to TV platforms across the South East and East Asian regions. The Channel will be transferred to the MEASAT-3 satellite after launch in mid-2005. The bandwidth has sufficient capacity to accommodate BBC Prime's plans to provide subtitling for major markets.

Wayne Dunsford, BBC Worldwide Director of Channels, EMEIA, said: "With MEASAT, we have found a strong and reliable partner to lay the foundation for the roll-out of BBC Prime into Asia and we look forward to a long and successful cooperation."

Paul Brown-Kenyon, MEASAT's Vice President, Sales and Marketing, said: "We are delighted to be able to support BBC Worldwide on this channel. MEASAT-1 provides an excellent distribution platform for BBC Prime across East and South East Asia. It also allows for seamless migration to MEASAT-3 in 2005, a satellite which will reach over 70% of the World's population through a single beam."

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Further information:

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Note for editors:

BBC Worldwide Limited is the commercial consumer arm, and a wholly owned subsidiary, of the British Broadcasting Corporation (BBC). The company was formed in 1994 to develop

a co-ordinated approach to the BBC's commercial activities: television, channels, publishing, product licensing, internet and interactive. BBC Worldwide exists to maximise the value of the BBC's assets for the benefit of the licence payer, and re-invest in public service programming. In 2003/2004 BBC Worldwide returned £141 million to the BBC

MEASAT Global is a premium supplier of satellite communication services to Asia's leading broadcasters, DTH operators and telecommunications companies. Operating a two satellite network, MEASAT today serves customers in South East Asia, IndoChina, South Asia and Australia. The launch of MEASAT-3 in mid 2005 will provide customers with a satellite able to reach 70% of the world's population through a single high powered C-band beam. Co-located with MEASAT-1 at 91.5°E, MEASAT-3 will also provide customers with in-orbit redundancy for both C and Ku-band services. With a new KL Teleport, opening in November 2004, MEASAT also offers a range of services to the region's broadcasting and telecommunications companies.