



## **VIACOM 18 SIGNS UP FOR CAPACITY ON MEASAT-3a**

**Kuala Lumpur, 29 November 2011** – MEASAT Satellite Systems Sdn. Bhd. (“MEASAT”) announced today an agreement with Viacom 18 Media Pvt. Ltd. (“Viacom 18”) for use of the MEASAT-3a satellite for the international distribution of Viacom 18’s channels across the Asian region.

Viacom 18 is a 50/50 joint venture operation in India between Viacom Inc. and the Network 18 Group. The joint venture includes leading brands across television, film and digital media to build one of India’s leading multimedia entertainment powerhouse. The brands include MTV, NICK, VH1, COLORS and Viacom18 Motion Pictures.

"With wide coverage and a powerful Asian footprint, MEASAT-3a is the obvious satellite choice for distribution of our international services," said Piyush Gupta, Chief Technology Officer, Viacom 18.

“MEASAT is excited to be working with Viacom 18 to distribute its popular international channels via MEASAT-3a” said Yau Chyong Lim, Senior Director, Sales and Marketing, MEASAT. “The addition of Viacom 18’s channels further enhances the assortment of premium channels on MEASAT’s 91.5°E Asia video neighbourhood.”

The MEASAT-3/3a satellites distribute News, Lifestyle, Music, General Entertainment, Sports and Documentary channels across Asia. With a bouquet of SD, HD and 3D channels, MEASAT is the preferred satellite operator for broadcast distribution in the region.

## **About MEASAT**

MEASAT is a premium supplier of satellite communication services to leading international broadcasters, DTH platforms and telecom operators. With capacity across a fleet of five communications satellites, MEASAT is able to provide satellite services to over 145 countries representing 80% of the world's population across Asia Pacific, Middle East, Africa, Europe and Australia.

The MEASAT fleet includes the state of art MEASAT-3/3a satellites at 91.5°E which support Asia's premium DTH and video distribution neighborhood. The MEASAT fleet will be further strengthened over the next two years with the addition of AFRICASAT-1a at 46°E in Q4 2012 and MEASAT-3b at 91.5°E in Q4 2013.

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

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

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