



PRESS RELEASE

Himalaya HD bolsters MEASAT's HD Video Neighbourhood

Kuala Lumpur, 4 March 2019 – MEASAT Satellite Systems Sdn. Bhd. (“MEASAT”) announced today the launch of Himalaya TV HD (“HTV”) for distribution across Nepal and Asia Pacific via the MEASAT-3 satellite.

HTV, founded in 2010 is a Kathmandu-based private television company of Nepal. HTV produces news and entertainment programs that raises awareness of human issues and embraces the diverse needs of a multicultural society.

“We are pleased to collaborate with HTV to distribute Himalaya HD to audience across Nepal and Asia Pacific,” said Yau Chyong Lim, Chief Operating Officer, MEASAT. “The addition of Himalaya HD, the latest HD and widely embraced infotainment channel in Nepal, greatly enhances the line-up of high quality HD genres on our key video slot at 91.5°E.”

“It gives me immense pleasure that Himalaya HD are on the MEASAT platform”, said Dharma Raj Bhusal, Chairman, HTV. “MEASAT-3 was selected for distribution because of its excellent coverage, reliability and expanding presence in the region’s HD video neighbourhood.”

The addition of Himalaya HD regional feed increases MEASAT’s video neighbourhood in Nepal to 8 channels featuring news, general entertainment and factual programming.

The 91.5°E prime video hot slot is home to the MEASAT-3, MEASAT-3a and MEASAT-3b satellites, forming the region’s strongest video neighbourhood. From 91.5°E, MEASAT supports broadcasters and DTH operators to distribute UHD, HD and SD channels to audiences across Asia, Australia, East Africa and South-Eastern Europe.

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About MEASAT

MEASAT is a premium supplier of communication and video services to leading broadcasters, Direct-To-Home (DTH) platforms and telecom operators. With capacity across five (5) communication satellites, MEASAT provides services to over 150 countries representing 80% of the world's population across Asia, Middle East, Africa, Europe and Australia.

The MEASAT satellite fleet includes the state-of-the-art MEASAT-3, MEASAT-3a and MEASAT-3b satellites co-located at 91.5°E, supporting Asia's premium DTH and video distribution neighbourhood; and MEASAT-5 at 119.5°E providing broadband connectivity across Malaysia. In Africa, the AFRICASAT-1a satellite at 46.0°E provides satellite capacity across the African continent with connectivity to Europe, the Middle East, Malaysia and Singapore.

Working with a select group of world-class partners, MEASAT also provides a complete range of broadcast and telecommunications solutions. Services include UHD/4K, HD and SD video play-out, video turnaround, co-location, uplinking, broadband and IP connectivity services.

For more information, please visit www.measat.com

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About Himalaya TV HD

Since, last 7 years Himalaya Television which had been into broadcast of news and entertainment content, has now instigated its services into high definition quality with premium content and top-notch technology.

The Founder Group of Nepal's No.1 digital media, Onlinekhabar.com after buying the ownership of Himalaya Television has started relaying its telecast feed into HD quality. After the new management took over, the content's priority has also completely changed and revamped to a better scale on Himalaya Television which was being run as a premium Infotainment Channel.

Himalaya Television will be giving priority to fresh subject matters of common public based programs and doing broadcast on the same lines. Daily 14 times "Himalaya news" and 6 times "Fatafat news" (fast paced news) making 20 times News bulletins in a day would be telecasted on Himalaya Television. Among them at evening 7:00 pm, one-hour prime time news bulletin would be telecasted as "Khaas Khabar" (Major news).

Apart from this, keeping the screen quality constantly up to the mark, Himalaya TV will be ensuring the policy to provide immediate Breaking and Flash news on fresh events taking place on a daily basis while maintaining the scheduled telecast of Top 10 News along with ticker scroll news to service the information rights of the citizens of the country.

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To keep up the practice of giving priority to Digital media, Himalaya TV's properties and content would be equally digitally empowered and universally available by showcasing it on Himalaya TV.com, HTV mobile app and also on various social media websites like Facebook, Twitter, You-tube and Instagram.

With the change in the Nation's Governance structure, to address the increasing aspirations of the citizens of the country and to be the medium of national progress, Himalaya TV would be presenting authentic, responsible and official news content. Based on the Provincial Bureau Offices and nation-wide spread information web-network, Himalaya TV will stand as a pillar to bridge the gap between citizen's voice and the majestic "Singhdarbar".

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