



## PRESS RELEASE

### From India to Asia Pacific: MEASAT and Travelxp Team up for 4K Asian Distribution

International travel channel reaffirms MEASAT as Asia's preferred UHD partner

**Kuala Lumpur, 17 June 2019** – MEASAT Satellite Systems Sdn. Bhd. (“MEASAT”) announced today an agreement with Celebrities Management Private Limited (“CMPL”) to distribute the Travelxp 4K HDR channel across the Asia Pacific.

The international travel channel will join MEASAT’s leading UHD video neighbourhood at 91.5°E, where it will be distributed to television platforms and operators in more than 100 countries across Asia.

Based in India, Travelxp 4K is India’s first 4K / UHD channel and the world’s first 4K/UHD HDR travel channel. It offers hundreds of hours of world-class travel programs from all over the world. Filmed in breath-taking imagery, Travelxp 4K brings the experience and excitement of travel closer to the viewer than ever before. It is produced by CMPL.

“Travelxp 4K is all about bringing the world to homes in stunning resolution. 10 bit REC2020 with HLG HDR will make the viewing experience more immersive and vivid. It’s not just about more pixels in 4K but better pixels,” explained Prashant Chothani, Chief Executive Officer, Travelxp 4K. “We are delighted to offer viewers a closer and more fascinating look at the world’s most beautiful travel destinations, cultures, and heritage like never before with our 100% original and exclusive 4K programming. By joining MEASAT’s region-leading UHD lineup and content distribution platform, Travelxp 4K is well-positioned to reach significant audiences across Asia.”

“MEASAT is excited to partner with Travelxp to bring India’s first UHD channel to TV operators across Asia,” said Yau Chyong Lim, Chief Operating Officer, MEASAT. “UHD content is gaining further traction here in Asia, and the addition of Travelxp reinforces MEASAT as Asia’s preferred UHD distribution partner.”

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.

MEASAT will be showcasing its services during the 30<sup>th</sup> International Communications and Information Technology Exhibition and Conference (CommunicAsia 2019) from 18-20 June. For more information, please visit MEASAT's booth at 1T3 – 01, Level 1, Hall C, Sands Expo and Convention Centre, Singapore.

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#### **About MEASAT Satellite Systems Sdn. Bhd.**

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. The MEASAT fleet will be further strengthened with the addition of MEASAT-3d at 91.5°E in 2021 which will enable 100% coverage for high speed consumer broadband across Malaysian households; serve the growth requirements of 4G & 5G mobile networks in Malaysia; increased distribution capacity for video across the Asia Pacific region; and provide in-orbit satellite redundancy.

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](http://www.measat.com).

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#### **About Celebrities Management Private Limited**

Celebrities Management Private Limited is a privately held company in India, with interest in broadcast, advertising, media consulting and other related services. The company operates 12 (twelve) satellite channels across the globe across its group companies.

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