

Measat on track to build Asia's own hotspot at 91.5°E

Malaysia-based Measat Satellite Systems has big plans for the region, as Jarod Lopez, its Vice-President for Broadcast Sales, reveals.

How is Measat progressing with its expansion plans in Asia-Pacific?

Jarod Lopez: Measat is focused on strengthening the position of our 91.5°E orbital slot in Asia. Today, 91.5°E is one of the most important orbital slots in the region for DTH platforms and video broadcasting. The *Measat-3 (M3)* and *Measat-3a (M3a)* satellites, co-located at 91.5°E, support key DTH operators in India, Indonesia, Brunei and Malaysia, delivering more than 600 channels to over 18 million satellite TV households.

Our decision to invest in new satellite programmes to grow our satellite fleet is in response to the demands of the market and to support the continued growth of our customers. The development of the *Measat-3b (M3b)* and *Measat-3c (M3c)* satellites is progressing steadily, with launch dates projected for Q1 2014 and Q3 2015 respectively. These spacecraft will co-locate with *M3* and *M3a* to provide additional capacity and in-orbit redundancy. With the launch of *M3b* and *M3c*, capacity at the prime orbital location of 91.5°E will grow to more than 100 Ku-band transponders over four co-located satellites, creating Asia's most robust DTH orbital hotspot.

91.5°E is also the hotspot for C-band video distribution in the region. Supported by the *M3/M3a* satellites, 91.5°E is Asia's key HD video neighbourhood featuring a wide variety of programming. The number of HD channels on Measat's HD platform has grown tremendously since its inception. With 39 HD channels today, we expect to reach 50 HD channels by the end of the year with the slot continuing to lead HD channel distribution in the region.

With *M3b* expected for launch early next year, what other major announcements can we expect from Measat?

Lopez: *M3b* and *M3c* are part of our plans to launch three satellites over the next three years. We are in advanced discussions on another satellite programme that will provide wider coverage across the Asia-Pacific, which we hope to announce later this year.

We are also actively looking to expand our presence in emerging markets, especially Africa, by establishing partnerships to bridge connections between Africa and the Asia-Pacific region.

Early this year, *Africasat-1a (A1a)* was launched to the 46°E orbital location over Africa. Can you update us on the development since its launch?

Lopez: *A1a*, which was launched in early February this year, completed its In Orbit Tests and entered full commercial service in early April. *A1a* provides C-band coverage across Africa, the Middle East and Western Europe, and also connects these regions with South-east Asia on the same beam. This expands Measat's presence in Africa and increases



our ability to offer our proven satellite solutions to the key markets in Africa and the Middle East.

This advanced satellite provides high-powered C-band capacity to the entire African continent, replacing *Africasat-1*, which has been serving the region since 2008. The *A1a* payload is able to support our customers' growth and meet the demand for quality satellite capacity in the region.

What would be the trend moving forward for the satellite industry and how would Measat play a role in it?

Lopez: In the Asia-Pacific region, we expect a higher penetration of satellite TV, accompanied by more channels making the switch to HD as viewer demand continues to grow. Measat's 91.5°E is well equipped to meet these demands, and will continue to grow by having four co-located satellites to support customers' growth. By increasing capacity and redundancy at this prime orbital location, we enhance our ability to provide our premium satellite solutions across Asia-Pacific, making 91.5°E, Asia's own DTH hotspot.

Demand for quality satellite capacity will continue to grow in the African region. With the new capabilities of *A1a*, Measat plans to be a key supplier of satellite services in Africa within the next five years. **APB**

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— Jarod Lopez,
Vice-President for Broadcast Sales,
Measat Satellite Systems

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