



Measat's state-of-the-art Teleport and Broadcast Centre located in Cyberjaya, Malaysia.

Measat continues to look ahead

Despite various global economic setbacks, the Asia-Pacific satellite market continues to grow — a happy development that the Malaysia-based Measat Satellite Systems is bent on harnessing for its own future growth, which is aimed not only within the region, but also globally, as Yau Chyong Lim, vice-president, Business Development and Strategic Planning for Measat, reveals.

What is coming up for Measat and where is it heading three to five years from now?

Yau Chyong Lim: Measat has been providing reliable satellite communication services in Asia since 1996. During that time, the company has launched four satellites, supporting the establishment of six direct-to-home (DTH) platforms and the emergence of a vibrant HD channel line-up.

Over the next few years, Measat will continue to invest in growing our satellite fleet to ensure we are able to support the continued growth of our customer base. Today, we have two satellite programmes (*Africasat-1a* and *Measat-3b*) under way, with the first of these planned for launch at the end of this year. We are in advanced discussions with regards to another two programmes, which we hope to announce later this year.

What is the company's current focus?

Yau: Measat's 91.5°E orbital slot is one of the region's most important slots for DTH. Today, the *Measat-3* and *Measat-3a* satellites co-located at 91.5°E support six DTH platforms, delivering

more than 600 channels to 14.5 million satellite TV households across Malaysia, Brunei, Indonesia and India.

To support future DTH growth at 91.5°E, last year, Measat contracted with Astrium and Arianespace for the construction and launch of the *Measat-3b* satellite. The satellite, with beams over Malaysia, India, Indonesia and Australia, has been designed to work in tandem with *Measat-3* and *Measat-3a* to add additional capacity and provide in-orbit redundancy. With the launch of *Measat-3b*, and 100 transponders spread across three satellites located at the same orbital slot, 91.5°E will become the most robust DTH orbital slot in Asia.

In addition to supporting the development of Asian DTH, Measat will continue to focus on the development of the 91.5°E C-band video distribution neighbourhood. With 26 HD channels as of today, and growing monthly, 91.5°E is the region's most vibrant video distribution hotspot.

What are Measat's plans beyond this region? Any plans to expand worldwide?

Yau: While Measat has been developing its Asian footprint, the company has also been looking outside of the region. In 2008, the *Africasat-1* satellite was relocated to 46°E to support African communications needs. Measat will strengthen the company's presence in Africa with the addition of *Africasat-1a* at the end of this year. The satellite, the result of cooperation with the Ministry of Communications and Information Technologies of the Republic of Azerbaijan, is designed to support customers across Africa and the Middle East.

What is the outlook of the satellite segment in the next five years in Asia?

Yau: We see the demand for satellite capacity continuing to rise in Asia as the region continues to develop economically. This will be fuelled by the growth of DTH, which today is already supporting an estimated 50 million subscribers. With continued growth in DTH, the video distribution segment will also continue to develop with increasing quantity and variety of channels.

Measat is well positioned to support this growth with new investments in satellite capacity to ensure the company remains at the forefront of the Asian satellite TV market. **APB**

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