



amagi



## PRESS RELEASE

### **MEASAT's Video Neighbourhood Welcomes Toonz Kids in Partnership with Amagi**

*A bilingual 24x7 channel in Indonesia that features edutainment and entertainment programs for 4 – 12 year olds*

**Kuala Lumpur, 21 February 2022** – MEASAT Satellite Systems Sdn. Bhd. (“MEASAT”) announced today an agreement with Amagi, a global leader in cloud-based Software as a Service (“SaaS”) technology for broadcast and connected TV, for the distribution of Toonz Kids via MEASAT-3a satellite. The channel joins MEASAT's video neighbourhood at 91.5°E.

Toonz Kids launched by Toonz Media Group is a new children's television channel in Indonesia. The 24x7 bilingual channel will include shows in both Bahasa and English and is targeted at children between 4 – 12 years old.

“We are pleased to collaborate with Amagi to distribute Toonz Kids”, said Ganendra Selvaraj, Associate Vice President, Sales, MEASAT. “This latest television channel for kids is an exciting addition to the lineup of high-quality edutainment and entertainment channels on MEASAT”.

"Amagi strives to be a successful launchpad for its content partners, enabling smooth acquisition and distribution of their content libraries to multiple end points", says Srinivasan KA, co-founder, Amagi. "The partnership with Toonz and MEASAT has been an excellent opportunity for Amagi to distribute popular content to audiences using MEASAT's advanced satellite communication service”.

The 91.5°E prime video hot slot is home to the 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 Eastern Europe. The MEASAT fleet will be further strengthened with the addition of MEASAT-3d in 2022.

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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 a footprint covering 130 countries representing 80% of the world's population across Asia, Africa, Europe and Australia.

MEASAT is recognized as the key Rural Broadband Service Provider in Malaysia, through its CONNECTme NOW satellite broadband service – a high-speed WiFi Hotspot service best suited for public use in the underserved or unserved areas in Malaysia. CONNECTme NOW enables users to access the Internet by purchasing competitively priced Prepaid Access Codes (PAC) in small packages that meet their needs, improving affordability by removing long contracts and high upfront fees.

Soon, the MEASAT fleet will be further strengthened with the addition of MEASAT-3d at 91.5°E in 2022 which will support cost-effective high-speed broadband with up to 100 Mbps speeds in areas without any terrestrial network throughout Malaysia; increase video distribution capacity across the Asia Pacific region; and provide unrivalled in-orbit satellite redundancy for the region.

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## About Amagi

Amagi is a next-generation media technology company that provides cloud broadcast and targeted advertising solutions to broadcast TV and streaming TV platforms. Amagi enables content owners to launch, distribute and monetize live linear channels on Free-Ad-Supported TV and video services platforms. Amagi also offers 24x7 cloud managed services bringing simplicity, advanced automation, and transparency to the entire broadcast operations. Overall, Amagi supports 500+ content brands, 800+ playout chains and over 2000 channel deliveries on its platform in over 40 countries. Amagi has presence in New York, Los Angeles, Toronto, London, Paris, Singapore, broadcast operations in New Delhi, and an innovation center in Bangalore.

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