



PRESS RELEASE

MEASAT-3d charts new milestone with beIN ASIA PACIFIC and Globecast

*Leading sports content provider becomes first broadcaster
to migrate onto the new satellite with media services provider Globecast*

Kuala Lumpur, 25 October 2022 – MEASAT Global Berhad (“MEASAT”) – Malaysia’s premier satellite operator, has begun migrating the beIN SPORTS channels to the MEASAT-3d satellite, the first set of broadcast channels to begin operations on the new satellite launched on 22 June 2022. The solution is delivered in partnership with Globecast – beIN SPORTS’ solutions provider for media and content management. After 31 October 2022, all 3 pan-regional channels of beIN SPORTS content covering the Asia-Pacific region will be based on MEASAT-3d – MEASAT’s latest and most advanced satellite, which carries C- and Ku-band payloads for direct-to-home (DTH) services.

“MEASAT is proud to be the satellite service provider of choice for beIN SPORTS, in partnership with Globecast. Live sports broadcast and interactive content is a key area of demand and growth, and we are proud to offer unrivalled expansion capacity and in-orbit redundancy following the launch of MEASAT-3d. For MEASAT, the video segment continues to be a core focus and we are committed to providing reliable services for this segment, in cooperation with partners, content providers and channel operators,” said Ganendra Selvaraj, Chief Commercial Officer, MEASAT.

Shakunt Malhotra, Managing Director of Globecast in Asia, added that Globecast was pleased to extend its partnership with MEASAT to broadcast the beIN SPORTS channels. “Satellite remains a key means for linear TV distribution to a wider area for established markets, and we are pleased to strengthen our collaboration with MEASAT for further expansion in the coming years, providing compelling content for Asia-Pacific audiences.”

Globecast provides a wide range of multifaceted media supply chain services including content processing, cloud playout and delivery services, involving satellite, fibre and IP streaming distribution. It also hosts beIN SPORTS’ OTT platform for the Asia-Pacific region and provides the ability to create and distribute pop-up channels when required.

Meanwhile, beIN SPORTS, which has been broadcast via MEASAT’s satellites since 2013, offers a comprehensive line-up of live sporting coverage in English, Thai and Cantonese, through its 15 unique channel feeds available on major pay-TV platforms in the region and its live streaming app, beIN SPORTS CONNECT. Its operating entity beIN ASIA PACIFIC is a leading sports content provider operating in 12 countries across the Asia-Pacific region.

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Sabil Salim, Vice President Media Technology and Operations of beIN ASIA PACIFIC, commented, “We are excited to be part of this milestone as the first broadcaster to migrate to MEASAT’s new and most advanced MEASAT-3d satellite in partnership with Globecast. As a major sports broadcaster with a wide array of live events, it is crucial for us to work with a media services provider as well as satellite operator that can meet our requirements and align with our goals. Sports fans demand quality content that can reach them in fast, flexible ways via multiple languages, and we look forward to further growing our offerings with the support of MEASAT-3d’s strong expansion capacity.”

MEASAT-3d is co-located with MEASAT-3a and MEASAT-3b at the 91.5°E prime video orbital hotslot – MEASAT’s key video neighbourhood, to form one of the region’s most powerful and robust video neighbourhoods with unrivalled in-orbit redundancy and expansion capacity. From 91.5°E, MEASAT supports broadcasters and DTH operators in distributing UHD, HD and SD channels to audiences across Asia, Australia, East Africa and Southeastern Europe.

Stay updated on the latest news from MEASAT on their Facebook page <https://www.facebook.com/MeasatGlobalBerhad> or website <http://www.measat.com/>.

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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 recognised 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.

For more information, please visit www.measat.com / connectmenow.my/

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