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## PRESS RELEASE

### **MEASAT documentary *It Started With a “Beep”* raises awareness on Malaysia’s space ventures**

Documentary on the history and roles of satellite communications in Malaysia premieres on Astro channels in conjunction with World Space Week 2022

**KUALA LUMPUR, 4 October 2022** – MEASAT Global Berhad (“MEASAT”) – Malaysia’s premier satellite operator, has produced ‘*It Started with a “Beep”*’ a 40-minute documentary film highlighting the history of satellite communications in Malaysia and its roles in the country over the past three decades, including the impact of the new MEASAT-3d satellite. The film also features three distinct characters from different backgrounds, shining a spotlight on how satellite-enabled communications services enhance their daily lives.

The film will premiere on Astro channels in conjunction with World Space Week 2022, aligned with this year’s theme of “*Space and Sustainability*”, which highlights the benefits of space technology in supporting sustainable development on Earth and the need to keep space and its exploration safe and sustainable for the years ahead.

“On a global scale, Malaysia has very high Internet penetration rates, with 96.8% of individuals<sup>1</sup> accessing the Internet. Nevertheless, there is a lot more for Malaysians to learn about the technologies that enable their access to Information and Communications Technology (“ICT”) services. In conjunction with the launch of our latest satellite MEASAT-3d this year, we decided to commission a documentary to highlight the fascinating history of Malaysian satellites over 30 years and their contribution to socioeconomic development in the country. In addition, we would like to reemphasise the need to quickly close the connectivity gap to ensure Malaysians in rural areas can enjoy the same ICT benefits as their fellow urban citizens,” said Yau Chyong Lim, Chief Operating Officer, MEASAT.

“We are proud to support national initiatives like the JENDELA programme and the MyDigital blueprint that aim to achieve full Internet coverage for all citizens. Besides, closing the connectivity gap is also in line with the theme of World Space Week 2022. There are so many ways in which our satellite technology can support the United Nations Sustainable Development Goals, such as improving economic growth and income opportunities, improving access to education services as well as reducing overall inequality between urban and rural residents. Using the three individuals highlighted in the film as examples, we can better understand how having good connectivity can improve lives,” Yau added.

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<sup>1</sup> Department of Statistics Malaysia, 28 April 2022, ICT Use and Access by Individuals and Households Survey Report, Malaysia, 2021

[https://www.dosm.gov.my/v1/index.php?r=column/cthemByCat&cat=395&bul\\_id=bCs4UINSQkybTR3THZ3a0RzV2RkUT09&menu\\_id=amVoWU54UTI0a21NWmdhMjFMMWcyZz09](https://www.dosm.gov.my/v1/index.php?r=column/cthemByCat&cat=395&bul_id=bCs4UINSQkybTR3THZ3a0RzV2RkUT09&menu_id=amVoWU54UTI0a21NWmdhMjFMMWcyZz09)

Meanwhile, YB Datuk Zahidi Zainul Abidin, Deputy Minister of Communications and Multimedia Malaysia commented, “Congratulations and kudos to MEASAT on the premiere of *It Started with a “Beep”*. The Ministry of Communications and Multimedia Malaysia welcomes efforts by key industry stakeholders like MEASAT in raising awareness on the development and growth of communications technology and infrastructure in the country over the past decades, and recognises the importance of this sector to our nation’s future development. The application of MEASAT’s technology in connecting the *Rakyat* in remote areas via high-speed satellite broadband services will help us achieve goals such as 100% nationwide internet coverage, as targeted in the JENDELA programme and MyDigital blueprint. With further digitalisation, high bandwidth applications such as IR4.0, the Internet of Things (IoT), cellular backhaul, telemedicine, online learning, and more, will bring socioeconomic benefits and grow the GDP.”

*‘It Started with a “Beep”*’ will be aired in English with subtitles in Bahasa Malaysia, Chinese and Tamil according to the respective channels. The film will premiere on selected Astro channels as follows:

- Awani on 6 October 2022 at 11pm, repeated on 7 October 2022 at 11pm
- Vinmeen on 7 October 2022 at 7pm, repeated on 8 October 2022 at 11am
- Ria on 7 October 2022 at 9pm, repeated on 8 October 2022 at 7pm
- PrimeTime on 8 October 2022 at 7pm, repeated on 9 October 2022 at 7pm
- AEC on 9 October 2022 at 6pm, repeated on 15 October 2022 at 2pm

Following the airing, the film will also be available via the Astro on Demand service and Astro GO for a year until 5 October 2023.

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](http://www.measat.com) / [connectmenow.my/](http://connectmenow.my/)

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