



## PRESS RELEASE

### **MEASAT migrates Manila Broadcasting Company onto MEASAT-3d** *The first Filipino media organisation broadcasts through the new satellite*

**Kuala Lumpur, 23 November 2022** – MEASAT Global Berhad (“MEASAT”) – Malaysia’s premier satellite operator, has begun migrating Manila Broadcasting Company (“MBC”) stations onto its latest MEASAT-3d satellite. This makes MBC the first media organisation in the Philippines to broadcast through the new state-of-the-art satellite.

“We are pleased to welcome MBC on board MEASAT-3d. As a pioneer broadcast institution in the Philippines, MBC has always been at the forefront of new technology and developments, and this migration to our new satellite continues this practice. They are one of MEASAT’s long-standing customers; broadcasting on our MEASAT-2 satellite since 2001 and we have been working together through thick and thin. When MBC’s headquarters caught fire in 2019, destroying most of the key equipment, we raced to support via our own MEASAT Teleport and Broadcast Centre (“MTBC”) uplink for almost a year while MBC rebuilt their main studio. This latest migration further strengthens MBC’s broadcast services via MEASAT through their broadcast facility in Manila,” said Ganendra Selvaraj, Chief Commercial Officer, MEASAT.

“As a leading news and entertainment station in the Philippines – a distinction we are proud to maintain until today, it is important for us to work with a satellite services provider that is technologically advanced, reliable and flexible – supported by a team we are happy to call friends. For MBC, MEASAT is all these and more. They have been an excellent partner over the years and were a great help amidst the challenge of rebuilding our studio, so we are most pleased to extend and expand our professional relationship with them. Through this migration to MEASAT-3d combined with a new uplink antenna built with MEASAT’s support at our newly renovated studio facility, our position is now further strengthened,” commented Ruperto Nicdao Jr, President of MBC.

Today, MBC is the largest broadcast network in Asia, with over 200 stations throughout the Philippines archipelago. It operates six AM and FM networks – DZRH, 90.7 Love Radio, 101.1 Yes The Best, 96.3 Easy Rock, Aksyon Radyo, and Radyo Natin.

MEASAT-3d is co-located with MEASAT-3a and MEASAT-3b at the 91.5°E orbital hotslot to form one of the region’s most powerful and robust video neighbourhoods with unrivalled in-orbit redundancy and expansion capacity.

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 Manila Broadcasting Company**

Manila Broadcasting Company (MBC) is a radio and television network in the Philippines. MBC is currently owned by the FJE Group of Companies of Fred J. Elizalde, which also operates hotels and Pasay-based amusement park Star City. Its AM flagship network, DZRH is the oldest radio station in the country while its FM flagship network, Love Radio is the top station in FM radio ratings in Metro Manila (until 2017, and again in 2020) and several key cities.

MBC's corporate headquarters and studios are located at the MBC Building, Star City, Vicente Sotto St., CCP Complex, Pasay, Metro Manila.

MBC forms its own network group with six national brands, specifically, DZRH radio and DZRH News Television, Aksyon Radyo, Love Radio, Yes The Best, Easy Rock, and Radyo Natin; operated either directly by MBC, or through its affiliate-licensees Pacific Broadcasting Systems, Cebu Broadcasting Company, Radyo Natin Network, and Philippine Broadcasting Corporation.

For more information, please visit <https://manilabroadcasting.com.ph/>

## **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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