



## PRESS RELEASE

### **SPI International / FILMBOX Partners with MEASAT to pursue international expansion across Asia Pacific**

Kuala Lumpur, 12 March 2018 - SPI International / FILMBOX, a rapidly-expanding global media company, has signed a multi-year agreement with MEASAT Satellite Systems Sdn. Bhd. ("MEASAT") to distribute six 24 hour TV channels including one Ultra HD channel across the Asia Pacific region.

SPI International gains access to MEASAT's 91.5°E hotslot with an established video neighborhood and strong affiliate base across wide geography comprising of Asia Pacific, Australia, Middle East and parts of Africa.

Broadcasting its premium content to cable operators and DTH providers, SPI will broadcast these worldwide thematic channels: **FightBox HD**, a 24/7 sports network with live international MMA events, **DocuBox HD**, a documentary channel covering nature, wild life, science and human civilization, **Fast&FunBox HD**, a lifestyle/sports channel with extreme adrenaline sports programming, **FilmBox Art House**, a movie channel presenting independent and classic films, **Gametoon HD**, a new interactive, eSports channel for millennials and **FunBox UHD**, a general entertainment channel featuring native Ultra HD content.

"For over 25 years, we have been a leading supplier of theatrical films and television programming in the international market and, with MEASAT's expertise, we will be able to expand our 24 hour television channel distribution footprint and reach new audiences across Asia Pacific," stated **Murat Muratoglu**, SPI's head of distribution for MENA, Turkey, APAC, Russia and CIS, Baltics, Bulgaria and Ex-Yugo.

"MEASAT is excited to add SPI International's prime HD and UHD content to our 91.5°E hotslot, which continues to be the preferred choice by broadcasters as Asia's leading video neighborhood," said **Raj Malik**, Senior Vice President – Sales, MEASAT. "Our experience in creating Asia's strongest HD and UHD neighborhood, combined with our ability to offer customized solutions is key to the consistent growth in number of channels at 91.5°E".

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## About SPI International

SPI International/FILMBOX is a global media company that operates 35+ television channels in more than 50 countries on six continents. The SPI channel portfolio includes thematic and movie channels that broadcast in Europe, Turkey, the Middle East, Africa, Asia/Pacific, Australia, LATAM and North America. Global TV brands owned by SPI/FILMBOX include FilmBox, FilmBox Art House, FunBox UHD, DocuBox, FightBox, FashionBox, Fast&FunBox, Gametoon and 360TuneBox. In addition to its channels, SPI is the major shareholder of Kino Polska S.A. in Poland which also operates two DTT channels: Stopklatka TV and Zoom TV. SPI/FILMBOX has been pioneering innovative new concepts and technologies to deliver a content library which now numbers over 6K titles worldwide. Among the largest aggregators of native Ultra HD content in the world. SPI/FILMBOX uses the latest technology, providing subscribers access to SPI's linear and on-demand content. This includes live streaming of UHD programming and TV channels on any Internet-connected device via major global streaming media players as well as local OTT providers.

SPI International has been a leading supplier of theatrical films and television programming to the international market for over 25 years. SPI's solid alliances with major license suppliers provide compelling content, with strong recognition and high demand. More info: [www.spiintl.com](http://www.spiintl.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 capacity across six (6) communication satellites, MEASAT provides services to over 150 countries representing 80% of the world's population across Asia, Middle East, Africa, Europe and Australia.

The MEASAT satellite fleet includes the state-of-the-art MEASAT-3, MEASAT-3a and MEASAT-3b satellites co-located at 91.5°E, supporting Asia's premium DTH and video distribution neighbourhood; MEASAT-2 at 148.0°E; and, MEASAT-5 at 119.5°E. In Africa, the AFRICASAT-1a satellite at 46.0°E provides satellite capacity across the African continent with connectivity to Europe, the Middle East, Malaysia and Singapore.

Working with a select group of world-class partners, MEASAT also provides a complete range of broadcast and telecommunications solutions. Services include UHD, HD and SD video play-out, video turnaround, co-location, uplinking, broadband and IP connectivity services. For more information, please visit [www.measat.com](http://www.measat.com).

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