

Photo courtesy of MEASAT



MEASAT: building upon solid foundations

Malaysian satellite operator MEASAT Satellite Systems is going through an exciting period of expansion. With new service offerings, a new satellite and another one in the final stages of procurement, the company is building upon very strong foundations. Helen Jameson spoke to Yau Chyong Lim, Chief Commercial Officer, MEASAT Satellite Systems, to discuss the business and its future growth.

Question: 2014 has been a very busy and exciting year for MEASAT. Can you talk us through some of the highlights?

Yau Chyong Lim: MEASAT's key highlight in 2014 was the September launch of MEASAT-3b, our largest and most advanced satellite to date.

The satellite has been designed to provide video and data services across Malaysia, India, Indonesia and Australia. M3b's 48 Ku-band transponders more than double the Ku-band capacity at 91.5E, forming Asia's most robust satellite neighbourhood.

Question: Which areas of MEASAT's business are in most demand at the moment?

Yau Chyong Lim: MEASAT continues to see strong demand across its core video distribution and DTH services in Asia.

Across Asia, 91.5E remains Asia's most popular video neighbourhood for

HD content with 57 distributed HD channels today. Demand is robust and this neighbourhood will continue to grow as the region continues its transition from SD to HD.

In Asian DTH, the launch of MEASAT-3b will serve the growth requirements of MEASAT's core markets of Malaysia, India and Indonesia, where there is strong demand for Ku-band capacity to support growth in services and provide in-orbit redundancy.

Question: How is business for MEASAT in Africa? What are your plans in the region and what are your African customers looking for from you?

Yau Chyong Lim: In Africa, AFRICASAT-1a continues to attract strong interest from telecommunications providers, content owners and channel operators.

AFRICASAT-1a's powerful pan-African C-band beam provides excellent

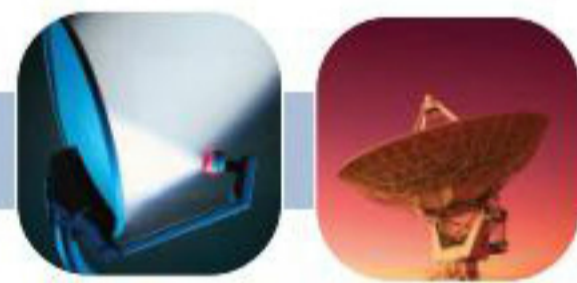
connectivity to Europe and Southeast Asia. It is also proven to support the industry's highest modulation standard of 64APSK, which provides higher efficiency and lower costs to our customers. With this, MEASAT delivers a unique and compelling value proposition to the African market.

African cellular networks continue to grow in coverage and satellite is ideal for this, given the terrain and lack of domestic fibre in several countries. MEASAT's VSAT data trunking, and cellular backhaul services also continue to experience solid growth.

With a long term plan to establish AFRICASAT-1a's 46E orbital location as Africa's premier video neighbourhood, similar to the position of 91.5E in Asia, we are also seeing significant interest in the satellite by broadcasters.

Question: The company re-branded this year. What was the thought process behind this change?

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Yau Chyong Lim: As MEASAT grows, our company's values and attributes continue to evolve to better serve our customers and markets.

The new branding is a more accurate reflection of these values and attributes. It reinvigorates the MEASAT brand, and is especially timely given MEASAT's current fleet expansion programme and growth plans.

Question: MEASAT and Newtec showcased a live demonstration of hybrid 4K transmission at CommunicAsia this year. What kind of demand are you experiencing for 4K at the moment and how long do you feel it will be before it takes-off properly?

Yau Chyong Lim: In Asia, we expect UHDTV take up to be initially introduced in Japan and South Korea before expanding to other territories such as Hong Kong, Singapore and Malaysia. Africa will follow. Currently the market is waiting in preparation for the UHDTV revolution, which is predicted to be faster and more explosive than the SD-to-HD transition.

There are constant technological and price improvements throughout the entire UHDTV chain. Advancements in UHDTV content recording, production, storage, and management have enabled content owners and channel operators to ramp up UHDTV content creation. Progress in transmission standards and other areas such as UHDTV set top boxes (STBs) are enabling better delivery and receipt of UHDTV content. At the end of the chain, UHDTV TV sets are rapidly dropping in price. The convergence of all these factors, given a

single flash point, will mark an exponential explosion in UHDTV take-up.

It would be reasonable to expect UHDTV to be introduced to Asia (excluding Japan and South Korea) by 2016, if not earlier. MEASAT is already prepared to meet the requirements of this important segment.

Question: Also at CommunicAsia, you demonstrated your multimedia/multicast service. Can you give us more information about this and who it will benefit?

Yau Chyong Lim: To recap, at CommunicAsia 2014 MEASAT show cased a proof-of-concept technology platform which ran on one of our existing customer's satellite communications hubs. In addition to Internet connectivity, the platform delivered Multicast-IP video, both SD and HD.

The main point of the demonstration was to show that our MEASAT-5 satellite can deliver multiple services – voice, internet data, and now video channels. This proof-of-concept was also a showcase of MEASAT's innovation, vision, and ability to form partnerships to deliver the best solutions should customers require them.

Question: Congratulations on the launch of MEASAT-3b. How is the satellite performing and how much of the satellite has been sold?

Yau Chyong Lim: The satellite is performing well, in accordance with MEASAT's rigorous specifications and testing requirements which are among the industry's highest.

Prior to launch MEASAT secured

“In Africa, AFRICASAT-1a continues to attract strong interest from telecommunications providers, content owners and channel operators. AFRICASAT-1a's powerful pan-African C-band beam provides excellent connectivity to Europe and Southeast Asia.”

commitments for more than 50 percent of the satellite's 48 Ku-band transponder capacity. We are in advanced discussions with Indian and Indonesian DTH customers and are confident of securing a very healthy fill factor in the next 12 months.

Question: You are planning to expand the fleet even further in 2016 with MEASAT-3c. Can you tell us more about the satellite and its footprint?

Yau Chyong Lim: MEASAT is continuing the growth of the business through the launch of new satellites.

The next satellite we are working on is MEASAT-3c. MEASAT-3c is being manufactured with 18 Ku-band transponders primarily for DTH backup for India and Malaysia. The satellite will co-locate at the 91.5E orbital location with MEASAT-3, MEASAT-3a and MEASAT-3b. With MEASAT-3c, there will be a total of 102 Ku-band transponders for our core DTH customers.

Beyond MEASAT-3c, we are in the final procurement stages for MEASAT-2a to provide C-band and broadband services. We expect this to be contracted in the first part of 2015.

Question: The company is experiencing a period of growth. What is behind MEASAT's success and what are your hopes for the coming year?

Yau Chyong Lim: Over the last few years, MEASAT invested in the business to build the scale of its satellite fleet. This, when combined with a focus on a quality satellite fleet, innovative solutions and a customer-centric approach, has created a strong foundation to grow the business. MEASAT's fleet expansion programme and strong foundation will enable MEASAT to continue to grow its business in collaboration with our customers. ■

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