



## LI: LIFE INSPIRED EXTENDS HD SERVICE ON MEASAT

**Kuala Lumpur, 10 June 2013** – MEASAT Satellite Systems Sdn. Bhd. (“MEASAT”) announced today an agreement with Encompass Digital Media (“Encompass”) for a six year extension of LI TV INTERNATIONAL LIMITED (“Li TV”) distribution from MEASAT’s 91.5°E orbital hotspot. Playout of Li TV HD is provided by Encompass through their state-of-the-art broadcast facility in Singapore.

Distributed via MEASAT-3a since 2009, Li TV HD features a vibrant stable of high quality, first-run entertainment across five key programming pillars of Food, Home, Wellness, Travel and Style.

“Just as Li TV looks to bring inspired solutions to Asian’s aspiring consumers, at Encompass, we’re committed to helping Asia’s broadcasters offer the best and most comprehensive playout experience across this fast growing region. Our partnership with MEASAT is testament to Encompass’ commitment to bringing the best content and quality to viewers here,” said Deepakjit Singh, Managing Director, Asia, Encompass Digital Media.

“Having a strong, sound technical backbone is one of the key success factors for Li TV. Encompass and MEASAT have really stepped up to the plate in terms of providing effective solutions for us to stay lean and effective. We’re very happy to be continuing this partnership as our channel expands across the Asia-Pacific region.” adds Anne Chan, General Manager, Li TV.

“We are delighted to continue supporting Li TV’s video distribution across the Asia Pacific region through Encompass,” said Jarod Lopez, Vice President, Broadcast Sales, MEASAT. “This service extension with MEASAT shows the confidence Li TV has in MEASAT and the strength of our 91.5°E HD video neighbourhood.”

MEASAT’s 91.5°E video neighborhood currently leads HD distribution across Asia with 39 channels, and will be adding new MCPC platforms at 91.5°E to support the growth of MEASAT’s HD channel distribution.

MEASAT will be showcasing its services during the 24<sup>th</sup> International Communications and Information Technology Exhibition and Conference (CommunicAsia 2013) from 18-21 June. For more information, please visit MEASAT’s booth at 1T3 – 01, Level 1, Hall C, Sands Expo and Convention Centre, Singapore.

### **About Li**

Li, Life Inspired is Asia’s groundbreaking lifestyle television channel in high definition. A first in the region, Li broadcasts pan-regionally across Asia with an expanding footprint. The channel empowers viewers with world-class content, serving as a gatekeeper to the world of inspirational living for cosmopolitan trend seekers. Li’s first-run and exclusive programmes center around five aspects of an ideal lifestyle: Food, Home, Wellness, Travel and Style. The channel is owned by LI TV HOLDINGS LTD. and operated by its subsidiary LI TV ASIA SDN. BHD., with its operating headquarters in Malaysia and regional operating offices in Singapore and Hong Kong.

For more information, please visit [www.litvchannel.com](http://www.litvchannel.com)

### **Contact**

Juliana Foo  
LI TV Asia Sdn. Bhd.  
+60 (3) 8213 2154  
[jf@litvasia.com](mailto:jf@litvasia.com)

MEASAT Satellite Systems Sdn. Bhd.  
MEASAT Teleport & Broadcast Centre, 63000 Cyberjaya, Malaysia  
Tel: +60 (3) 8213 2188 Fax: +60 (3) 8213 2120  
[www.measat.com](http://www.measat.com)

## **About Encompass Digital Media**

Encompass, a leader in digital media services, owns and operates state-of-the-art, broadcast facilities throughout the United States, United Kingdom and Asia. The company's mission-critical, media services provide broadcasters, cable networks, corporations and government entities with customised solutions for the management and distribution of content. In Singapore, Encompass is a partner to the biggest names in media, including SingTel, CNBC, Discovery Networks, MTV and BBC.

With global access to large satellite and fiber footprints, Encompass has 24/7/365 Teleport facilities and technical personnel in Los Angeles, CA; Atlanta, GA; New York, NY; Stamford, CT; Lino Lakes and Minneapolis, MN; Burbank, CA; London, U.K.; and Singapore. The company employs unparalleled expertise through its full range of service offerings such as network origination; centralcasting; cable neighborhood platforms; disaster recovery; satellite and fiber transmissions (full time and occasional use); a fleet of satellite uplink trucks; digital media encoding services; digital file transfers via satellite, fiber and IP; emergency communications; governmental SATCOM; production studios; and video production services.

For more information, please visit [www.encompass.asia](http://www.encompass.asia)

### **Contact**

Revathi Manogaran  
Ogilvy Public Relations Worldwide  
+ 65 6213 7858 / +65 8126 6686  
[revathi.manogaran@ogilvy.com](mailto:revathi.manogaran@ogilvy.com)

## **About MEASAT**

MEASAT is a premium supplier of satellite communication services to leading international broadcasters, DTH platforms and telecom operators. With capacity across five (5) satellites, the company provides satellite services to over 150 countries representing 80% of the world's population across Asia, Middle East, Africa, Europe and Australia.

The MEASAT fleet includes the state-of-the-art MEASAT-3 and MEASAT-3a satellites at 91.5°E which support Asia's premium DTH (direct-to-home) 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 and South East Asia. The MEASAT fleet at 91.5°E will be further strengthened with the addition of MEASAT-3b at 91.5°E in Q1 2014 and MEASAT-3c in mid 2015.

Leveraging facilities at the MEASAT Teleport and Broadcast Centre, and working with a select group of world-class partners, MEASAT also provides a complete range of broadcast and telecommunications solutions. Services include 3D, high definition and standard definition video playout, video turnaround, co-location, uplinking, broadband and IP termination services.

For more information, please visit [www.measat.com](http://www.measat.com).

### **Contact**

Ilham Bakti Adnan  
MEASAT  
+60 (3) 8213 2154  
[ilham@measat.com](mailto:ilham@measat.com)