



## GLOBECAST AND MEASAT BRING MEZZO LIVE HD ASIA TO VIEWERS IN ASIA-PACIFIC VIA SATELLITE

**Kuala Lumpur, 10 December 2013** – Mezzo Live HD Asia will soon be available in the Asia-Pacific region for the first time, after a deal between Globecast, MEASAT Satellite Systems Sdn. Bhd (“MEASAT”) and Mezzo to deliver the channel via the MEASAT-3 satellite.

Mezzo Live HD Asia is a new around-the-clock TV channel for the Asia-Pacific region. Dedicated to classical music, jazz and dance, the channel will broadcast some of the world's most prestigious concerts, operas, jazz and ballet. Broadcast in French, Mezzo Live HD Asia will be subtitled in 11 regional languages and adapted to the tastes of local markets in Asia to ensure it reaches the broadest audience across the region.

Soo Yew Weng, Senior Vice President of Sales of Globecast Asia, said, “Globecast prides itself on helping channels expand to new regions. To this end, we are happy to partner with Mezzo and MEASAT. For Mezzo to expand its presence and bring such high quality content to the Asia-Pacific is great news indeed.”

“MEASAT is pleased to expand its partnership with Globecast with the agreement to distribute Mezzo Live HD Asia across the Asia-Pacific,” said Raj Malik, Senior Vice President – Sales & Marketing, MEASAT. “Mezzo Live HD Asia’s addition to the 91.5°E video neighbourhood is a reflection of the growing popularity of HD content that is available over this region via our hotslot.”

The MEASAT3/3a platform at 91.5°E covers 102 countries from Asia, Australia, the Middle East, Europe and Africa. The platform currently leads HD channel distribution in Asia with 47 channels.

Globecast receives the signal for Mezzo Live HD Asia at its technical operations centre in Paris. From there, the channel is sent via fibre to Globecast’s Hong Kong teleport for uplink onto the MEASAT-3 platform.

### **About Globecast**

Globecast opens up global opportunities in broadcasting by making content distribution and management simple. Part of the Orange group, Globecast delivers tailored content management and delivery solutions to meet the needs of markets all over the world. For channels, Globecast provides media management and playout solutions as well as global content delivery via fibre, satellite and IP. Through its fleet of SNG vehicles and production partners, the company also provides coverage of news, sports and special events around the globe. Globecast has capacity on all the world’s major broadcast satellites, a three-continent proprietary fibre network and state-of-the-art facilities in the world’s biggest media hubs. Finally, Globecast has a content aggregation and distribution team that helps secure distribution on leading Pay TV platforms. Present in Europe, the Americas, the Middle East, Asia, Africa and Australia, Globecast offers simplicity, flexibility and knowledge to the world’s leading broadcasters.

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## **About MEASAT**

MEASAT is a premium supplier of satellite communication services to leading international broadcasters, Direct-To-Home (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 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 in Q1 2014 and MEASAT-3c in H2 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).

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