

Measat's HD platform reaches 20 channels

Measat Satellite Systems has signed an agreement with Encompass Digital Media to distribute the ESPN HD and Star Cricket HD channels.

The two ESPN Star HD Sports channels will be brought to the Asia-Pacific via an Encompass' partnership with Tata Communications. The channels will be distributed on the new Encompass Measat-3 MCPC (multiple channels per carrier) platform.

ESPN HD is a 24-hour sports channel showcasing the

diverse sports content from ESPN Star Sports' (ESS) line-up of premier international sports, differentiated to meet the diverse needs of Asian sports fans.

Star Cricket HD is the latest HD channel by ESS dedicated to showcasing cricket action from around the globe in HD. The channel offers the most comprehensive cricket coverage including live cricket events, cricket news update, magazine and reality shows.

"We are glad to be working

with Encompass on adding two HD channels via a new Encompass' MCPC platform on our *Measat-3* satellite," said Jarod Lopez, director of sales, Broadcast Services at Measat. "With the inclusion of ESPN HD and Star Cricket HD, Measat's HD neighbourhood now features 20 channels across the Asia-Pacific."

Added Deepakjit Singh, managing director of Asia at Encompass Digital Media: "This expanded partnership with Measat will bring two

of the world's most popular sporting channels to the region and is a testament to Encompass' commitment to bringing the best broadcast content and quality to viewers here."

The *Measat-3/3a* satellites, located at the 91.5°E orbital hot slot, provides premium video distribution services for the Asia-Pacific region. The existing satellites will be joined at 91.5°E by the *Measat-3b* satellite, planned to be launched at end-2013.