

Strategic focus

From HD to 3DTV, MEASAT is seeing the demand for content services in Asia go from strength to strength. It launched the region's first linear 3DTV channel earlier this year and is also actively engaged with transitioning specific markets from SD to full HD channels. Chief Executive Officer, Paul Brown-Kenyon, shares the latest goals with TV ASIA Plus.



Paul Brown-Kenyon

TV Aplus: What were some of MEASAT's key partnerships secured in the past year?

During the middle of 2010, MEASAT reached agreement with the Azerbaijan Ministry of Communications and Information Technologies on a new satellite project. Under the agreement, Azercosmos will procure and launch a new satellite into the MEASAT 46.0E slots. The new satellite, which will be manufactured by Orbital Sciences Corp and launched by Ariane, will be named Azerspace / AFRICASAT-1a. For MEASAT, the satellite will replace the existing AFRICASAT-1a satellite, which will be reaching the end of its operational life within the next few years.

In addition to this partnership, we continue to work closely with our uplink partners – including Globecast, in Hong Kong and Singapore; Encompass Digital Media, Singapore; RRSat, in the Middle East and Astro in Kuala Lumpur – on providing video distribution services on the MEASAT-3/3a satellites at 91.5E. These partnerships continue to grow from strength to strength and remain an important part of strategy of supporting the regional television industry.

TV Aplus: Channels going full HD has been one of the core changes this year, what are the challenges around this and how is MEASAT working with channels to provide such feeds?

Working with a number of leading companies across the value chain, MEASAT pioneered the C-Band distribution of HD content in Asia. From supporting the launch of the

HD? Also, what are your thoughts on the 3DTV home market?

The sale of 3D TV sets has been increasing steadily over the last year with worldwide shipment projected to reach 27 million by 2013. We believe the increase and availability of 3D TVs will fuel the demand and growth in 3D

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region's first HD channel in 2007 we have seen the growth of the HD segment accelerating. Today we distribute an HD bouquet of 18 channels and it is continuing to expand. As mentioned, a core part of this strategy is to work with a small number of uplink partners in various geographies to provide a complete HD solution.

From being a niche market segment, we now see HD as a mainstream focus.

TV Aplus: What about 3DTV, is there a demand for this content yet and how is this different from

content available on satellites. MEASAT has been supporting the development of 3D in the region for the last two years. Specifically, we showcased a 3D video distribution solution via the MEASAT-3 satellite during CommunicAsia 2010 and this year launched the region's first regional linear 3D channel, BigFoot TV, in April. While it is an interesting segment, in the medium term we see it remaining a more niche genre than HD.

TV Aplus: What market has seen the largest growth and how is MEASAT meeting the needs of channels and content providers there?

We are currently see the development of DTH PayTV as the main catalyst for growth in the satellite industry in the region. MEASAT supports four DTH platforms across three core markets; namely Malaysia, India and Indonesia, across two collocated satellites, MEASAT-3 / MEASAT-3a. We see our customers across all these markets

looking to secure additional capacity to expand their channels' offerings and to move from SD to HD. In addition, we see an increased awareness of the importance of back-up satellite capacity to protect the business against satellite anomalies.

TV Aplus: IPTV and VOD services are becoming more prevalent in Asia, how do you work with such services?

Recent market research reveals that there are strong growth prospects for IPTV. This is driven by major local telecommunication players in the region to investment in more diversified broadband networks. MEASAT's platforms, which host a range of HD contents on its satellites, is able to support IPTV providers to tap into much needed content from a single source – bypassing high terrestrial infrastructure costs.

TV Aplus: Overall, how do you see the satellite business in Asia performing in relation to content in the coming year?

We are very positive about the prospects for the satellite market in Asia. We continue to see growth across the video distribution, DTH and telecommunications segments fuelled by continued economic growth the relaxation of regulation. MEASAT has developed a core position in the market and is looking to build on this position over the next few years with additional investment in spacecraft.



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