

Sky News HD joins Measat's video neighbourhood

Sky News HD is now being distributed via the *Measat-3a* satellite, said Measat Satellite Systems. Sky News HD is available on Measat's HD video neighbourhood broadcasting through *Measat-3a*'s C-band transponder across the Asia-Pacific region.

Sky News HD, launched in May this year, is said to be the UK's first HD rolling-news channel that combines first-class journalism with sharp picture quality, bringing HD customers closer to the news.

As the UK's first dedicated 24-hour news channel, Sky News has built a reputation for being the first to break major news, consistently out-performing the competition and winning more awards since its launch than any other news channel. Sky News has brought a fresh approach to news broadcasting, and is renowned for the speed of its coverage and flexibility of reporting news live.

"The addition of Sky News HD on Measat's platform adds variety to our bouquet of HD channels," said Jarod Lopez,



Sky News HD is now being distributed via the *Measat-3a* satellite.

Measat's director of Sales, Broadcast Services. "This is Measat's 15th HD channel — making us the preferred satellite operator of choice for HD channel distribution in the region."

Measat's HD video neighbourhood has grown strongly since the inception of the operator's hotbirds — the *Measat-3* and *Measat-3a* satellites. Both satellites are co-located at the 91.5°E orbital slot to support the growing market demand in the Asia-Pacific.

"The inclusion of Sky News HD maintains Measat's leadership in the Asian region for HD channel distribution," added Lopez. "We are continuously expanding our HD video neighbourhood with new and exciting channels to meet demands for HD content."