

MEASAT

Breaking News

Contact:
Reena Kumarasingham
MEASAT
+60 (3) 2380 1122
reena@measat.com

NTL Switch Service to MEASAT-1

Kuala Lumpur, 17 June 2004 – Binariang Satellite Systems Sdn. Bhd., the owner and operator of the MEASAT satellite network, and NTL Asia Pacific, a leading regional transmission service company, announced today an agreement to use the MEASAT-1 satellite for distribution of the NTV7 Malaysian television channel.

“We are extremely excited to initiate our co-operation with NTL, one of the regions leading transmission service providers, by providing satellite video and audio distribution services going forward” said Paul Brown-Kenyon, MEASAT’s Vice President, Sales and Marketing. “Today, MEASAT supports a strong neighbourhood of television customers in Malaysia and across the South East Asian region. The addition of a prestigious channel such as NTV7 to our satellite neighbourhood is a vote of confidence in the technical capabilities of our satellite, as well as reinforces MEASAT-1’s position as the key video distribution satellite for Malaysia and South East Asia. By moving to MEASAT-1, we are also able to offer NTL and NTV7 an option to seamlessly migrate to the MEASAT-3 in 2005, providing a single platform to reach 70% of the world’s population from Eastern Europe / Africa in the West to Japan and Australia in the East” continued Paul Brown-Kenyon.

NTL provides totally outsourced transmission for a large portion of the NTV7 national network on a long term contract and constantly seek to provide new and better solutions for our customers. “We are pleased to have selected MEASAT for our NTV7 requirement” said James Sinclair, Director of Technology, NTL Asia Pacific. “MEASAT-1 provides the reliability, coverage, downlink power and overall package we need for NTV7. As we move towards providing further analogue and digital services to Broadcasters in Malaysia and across the Region we look forward to further cooperation with MEASAT and development of our relationship. ”

About MEASAT

Based in Kuala Lumpur, MEASAT owns and operates the MEASAT satellite network. Operating a network of two satellites, MEASAT-1 (91.5E) and MEASAT-2 (148E), MEASAT provides premium satellite communication services to Asia’s leading broadcasters, telecommunications providers and DTH operators across a customer base that covers South East Asia, IndoChina, South Asia and Australia.

By mid-2005, MEASAT will bring into operations their third satellite, MEASAT-3. Designed with high powered C and Ku-Band beams, MEASAT-3 will provide reliable satellite solutions to over 100 countries, representing 70% of the world’s population through a single high powered C-Band beam. With a new KL

Teleport, opening in November 2004, MEASAT will also be able to provide a range of services to the region's broadcasting and telecommunications companies.

For more information, please visit our website www.measat.com.

About NTL Asia Pacific

NTL Asia Pacific was established in 1999 by NTL, the leading provider of broadcast transmission and other media services in the United Kingdom, and is the regions leading provider of broadcast transmission services to broadcasters. NTL pioneered technologies of the digital age providing end-to-end media solutions to the broadcast industry across terrestrial, cable and satellite platforms. In June 2004, NTL Asia Pacific was acquired in its entirety by the management team.

With a 48-year history in transmission, NTL has helped pioneer the technologies of the digital age providing end-to-end media solutions to the broadcast industry across terrestrial, cable and satellite platforms. This includes providing transmission services, satellite up-linking, satellite newsgathering, outside broadcast facilities, programme presentation, play-out and distribution.

NTL Asia Pacific's philosophy is to 'deliver our customers' content to their customers' using our extensive experience in the design, implementation and most importantly operation of 'mission critical' broadcaster's transmission networks. We are uniquely positioned to do this through our own experience whilst part of NTL as a broadcaster providing transmission services for over four decades.

Asian broadcasters can greatly benefit and capitalize from NTL's experience and knowledge because the company is also credited with the roll out of the worlds' first and most extensive Mobile DTT network in Singapore and groundbreaking operations and maintenance services in Malaysia.