



## PRESS RELEASE

### **Newest HD Channel, Global Trekker joins MEASAT's HD Video Neighbourhood**

*A premium channel that features a broad range of content from travel and food to nature and business to technology*

**Kuala Lumpur, 2 November 2021** – MEASAT Satellite Systems Sdn. Bhd. (“MEASAT”) announced today an agreement with Rock Entertainment Holdings for the distribution of Global Trekker HD via MEASAT-3a satellite. The channel joins MEASAT’s High Definition (“HD”) video neighbourhood at 91.5°E for viewers across Asia Pacific.

Global Trekker is a premium channel which features a broad range of content that broadens one’s mind, heart, and soul. Here viewers get to explore the world, bringing them closer to nature, and giving them insights to business success and how technology improves everyday lives.

“Since 2017, MEASAT has proudly served Rock Entertainment Holdings with its distribution of ROCK Entertainment, ROCK Extreme, ZooMoo and Smithsonian HD channels. The addition of Global Trekker HD on MEASAT’s platform will further enhance the variety of our HD channel bouquet - making us the preferred satellite operator for HD channel distribution in the region”, said Ganendra Selvaraj, Associate Vice President, Sales, MEASAT.

The 91.5°E prime video hot slot is home to the MEASAT-3a and MEASAT-3b satellites, forming the region’s strongest video neighbourhood. From 91.5°E, MEASAT supports broadcasters and DTH operators to distribute UHD, HD and SD channels to audiences across Asia, Australia, East Africa and Eastern Europe. The MEASAT fleet will be further strengthened with the addition of MEASAT-3d in 2022.

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## **About MEASAT**

MEASAT is a premium supplier of communication and video services to leading broadcasters, Direct-To-Home (DTH) platforms and telecom operators, with a footprint covering 130 countries representing 80% of the world's population across Asia, Africa, Europe and Australia.

MEASAT is recognized as the key Rural Broadband Service Provider in Malaysia, through its CONNECTme NOW satellite broadband service, CONNECTme NOW is a high-speed WiFi Hotspot service best suited for public use in the underserved or unserved areas in Malaysia. CONNECTme NOW enables users to access the Internet by purchasing competitively priced Prepaid Access Codes (PAC) in small packages that meet their needs, improving affordability by removing long contracts and high upfront fees.

Soon, the MEASAT fleet will be further strengthened with the addition of MEASAT-3d at 91.5°E in 2022 which will support cost-effective high-speed broadband with up to 100 Mbps speeds in areas without any terrestrial network throughout Malaysia; increase video distribution capacity across the Asia Pacific region; and provide unrivalled in-orbit satellite redundancy for the region.

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## **About Rock Entertainment**

Rock Entertainment Holdings distributes content via Linear Pay-TV channels, branded and unbranded basis across the globe. Our content offering includes natural history, lifestyle, factual, entertainment, short-form digital and pre-school kids programming.

We have a catalog of 2,000+ hours of content, including the largest 4K natural history offering on the market. Rock Entertainment's channel business offers a portfolio of media brands such as Love Nature 4K, ZooMoo Networks (International), Smithsonian Channel (Asia, Middle East & Africa + Turkey), ROCK Entertainment (Asia), ROCK Extreme (Asia), Makeful (Asia) and Global Trekker (Asia).

We engage audiences worldwide across multiple platforms, including television, digital, OTT and live events. The company is headquartered in Singapore, with distribution globally.

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