

CATAPULTING MALAYSIA INTO ORBIT

Ananda Krishnan's enduring space vision boosts local technology, homegrown talent pool and digital sovereignty

JUST last week, we learnt about the roots of satellite solutions provider Measat Global Bhd (Measat) and the path charted by the late visionary founder Ananda Krishnan Tatparanandam to create a Malaysian satellite network.

In recent years, Measat has made significant achievements in satellite communications and continues to move forward while honouring Ananda's legacy.

People-centric approach

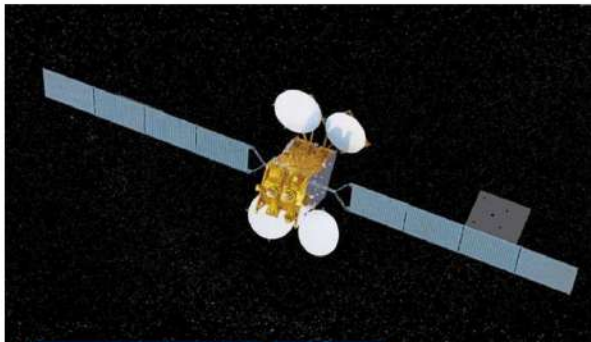
By the mid-2010s, with Measat established as a leader in the regional satellite sector, Ananda turned his sights on expanding beyond core broadcasting services.

In 2018, Measat rolled out CONNECTme broadband services, becoming Malaysia's sole rural satellite broadband service provider to address the digital divide in Malaysia.

Building on this, Measat introduced CONNECTme NOW in 2019, offering high-speed community-based WiFi for Malaysians in rural and remote areas lacking terrestrial internet.

The company's capabilities were further strengthened with the launch of the Measat-3d satellite in 2022 – a state-of-the-art satellite designed to provide the largest amount of satellite capacity in Malaysia, at the time.

Its expanded fleet enabled



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The Measat Teleport and Broadcast Centre (MTBC) in Cyberjaya.

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Measat to connect the remaining 3-5% of unserved and underserved Malaysians, offering broadband speeds of up to 200Mbps.

Recognising that connectivity alone would not solve the digital divide, Measat partnered with Parcel365 for the Digital Village 365 initiative, which aims to connect villagers to the digital economy by offering communications and technical support, e-commerce training and logistics services.

This was followed by the collaboration with Mudah Healthtech for the Sihat Xpress rural telehealth programme, which seeks to mitigate the challenges faced by rural Malaysians living far from healthcare facilities.

New capabilities

Shaped by Ananda's future-centric vision, Measat has continued to pursue new business opportunities.

Leveraging Measat's experience in satellite management and service commercialisation, the company intends to continue to help Malaysia develop and optimise its nascent space and satellite industry.

Measat is now forming cross-border partnerships to bring multi-orbit services and cementing its position as a one-stop satellite services provider.

In the coming years, new capabilities such as direct-to-device (D2D) communications, Earth observation and satellite-based Internet of Things (IoT) are being planned for, enabling uses beyond communication services such as smart farming and monitoring of methane emissions, forest carbon levels and soil moisture.

A voice for Malaysia

The company is also an active participant in international events alongside the Malaysian contingent, including at Mobile World Congress, International Telecommunication Union and Asia-Pacific Telecommunity meetings.

This involvement underscores Measat's commitment to ensuring Malaysia's voice is heard globally, contributing to key discussions on the satellite ecosystem, space spectrum management and technological advancements.

Recognised as a thought leader at prestigious forums such as

World Satellite Business Week, Satellite Show, Asia Satellite Business Week, Asia Video Industry Association, Asia-Pacific Space Community Council (APSCC), International Digital Economy Conference Sarawak and Langkawi International Space Forum, the company continues to offer valuable insights into the broader satellite and space ecosystem, solidifying its role in driving the industry's evolution.

Flying the Jalur Gemilang

Looking into the future, Measat is committed to remaining Malaysia's flagbearer as a global satellite solutions provider and competitive player in the space industry, tapping on its fully Malaysian workforce to advance national goals and enable digital sovereignty.

Key accolades received by Measat including Regional SatCom Operator of the Year by Euroconsult in 2008, 2016 and 2023 are a testament to its capabilities.

The company has also been recognised multiple times by APSCC, including its chief operating officer, Yau Chyong Lim, being named Satellite Executive of the Year in 2022, young engineers winning the Young Talent Award in 2018, 2019, 2022 and 2024, and Dr Ali R. Ebadi, the former space systems development senior vice president, winning a Lifetime Achievement Award in 2013 and Special Award in 2008.

Incidentally, Ali also received a Lifetime Achievement Award at the Via Satellite Excellence Awards in 2013.

Measat's teleport services have also earned industry recognition, being one of only two South-East Asian teleport operators ranked among the World Teleport Association's Top Teleport Operators. In 2023, the company ranked 11th among the Global Top Operators and 10th among Fast Operators.

With Measat's name now known in the industry, the company leadership continues to uphold Ananda's vision and legacy through the unceasing pursuit of technological innovation and global partnerships, with an eye to grow Measat's role in Malaysia's space and satellite sector, as well as maintain its position as Malaysia's premier space technology company.

For more information, visit www.measat.com.

