



## PRESS RELEASE

### MEASAT Builds Asian UHD Neighbourhood

Kuala Lumpur, 1 April 2016 – MEASAT Satellite Systems Sdn. Bhd. (“MEASAT”) announced today an agreement with Television Entertainment Reality Network International (“TERN International”) for the distribution of the INSIGHT UHD channel via the MEASAT-3a satellite. INSIGHT UHD is the second UHD channel distributed via the 91.5°E video neighbourhood.

Marketed in Asia by Thema, Insight UHD is Asia’s first UHD factual entertainment channel. The channel, featuring original UHD material co-created with industry-leading production houses, brings a range of content from entertainment to extreme sports, and from game shows to beautiful, vivid cinematography. Under the agreement, MEASAT will use MEASAT-3a’s global beam to deliver the channel to pay TV operators across Asia Pacific and Australia. The MEASAT-3a global beam also covers the Middle East and Eastern Africa.

“TERN International is excited to distribute its first UHD channel with MEASAT who are committed to growing UHD TV in Asia Pacific. MEASAT’s comprehensive solution includes excellent coverage and high availability from 91.5°E, Asia’s leading video neighbourhood,” said Mariam Zamaray, Chief Executive Officer, TERN International. “We are very pleased with the progress our partner THEMA made, regarding the salesrights of INSIGHT TV. They have brought us excellent platforms and we are very happy with the work they have done” Zamaray added.

“We are proud to be the agent of INSIGHT UHD in Asia Pacific” said Francois Thiellet, Chief Executive Officer, THEMA. “Working with MEASAT and TERN International, we are looking forward to the channel expanding its reach into another major world market with a large library of entertainment series in native UHD”.

“MEASAT is committed to bring the best of new content to the Asian region” said Paul Brown-Kenyon, Chief Executive Officer, MEASAT. “As such, we are delighted to welcome Insight UHD to Asia’s UHD video neighbourhood on MEASAT-3 / 3a at 91.5°E”.

#### About MEASAT

The MEASAT group is a premium supplier of services to leading broadcasters, Direct-To-Home (DTH) platforms and telecom operators. With capacity across six (6) communication satellites, MEASAT provides satellite services to over 150 countries representing 80% of the world’s population across Asia, Middle East, Africa, Europe and Australia.

Working with a select group of world-class partners, MEASAT also provides a complete range of broadcast and telecommunications solutions. Services include UHD/HD and SD video play-out, video turnaround, co-location, uplinking, broadband and IP termination services. For more information, please visit [www.measat.com](http://www.measat.com).

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## **ABOUT TERN**

TERN (Television Entertainment Reality Network) is an international broadcaster that is passionate about bridging the gap between viewers and content. TERN brings first-class programs to viewers globally, through linear and nonlinear platforms. From content creation, production and talent management to music publishing and delivery, TERN owns every step of the process, guaranteeing a premium experience for partners and viewers. For more information, please visit: <http://www.tern-international.tv/>

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## **About THEMA – a CANAL+ Group Company**

Founded in 2005 by François THIELLET, THEMA now includes 3 subsidiaries overseas and works in collaboration with more than 9 agencies in the main European markets. The company represents some 100 channels and has created strong relations with the main television platforms in France, in Europe, in the Middle-East, in Africa, in Asia and in North America.

October 2008. As a pioneer, THEMA announces the launch of the very first African TV channels pack on the French market. Le Bouquet Africain now distributes 24 channels representing 11 countries, and THEMA also distributes 10 other ethnic TV channel packages.

Since 2012, THEMA is also a TV channel producer with the creation of Nollywood TV, Novelas TV and Gospel Music TV.

January 2016, THEMA has acquired Terra Terra a Canadian company dedicated to the distribution of TV channels in North America. For more information about THEMA and its channels, please visit [www.thematv.com](http://www.thematv.com)

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