



## **PRESS RELEASE**

### **Globecast and MEASAT to Distribute HGTV across Asia**

**Kuala Lumpur, 27 November 2014** – MEASAT Satellite Systems Sdn. Bhd. (“MEASAT”) announced today an agreement with Globecast to distribute top U.S. Network, HGTV, on MEASAT-3. HGTV will debut as the first regional channel dedicated to the growing home and lifestyle category in Asia. It is wholly owned by Scripps Networks Interactive, one of the world’s leading producers of engaging lifestyle content in the home, food and travel categories,

On 4 December, HGTV will premiere with a robust line up of top-rated programs about property, hybrid construction, design and extreme spaces, which promises to entertain and inspire viewers with fresh ideas and authentic stories on how to find and love their own dream home.

Under the terms of the agreement, HGTV will be carried in HD by MEASAT-3’s global C-band beam which covers more than 100 countries in Asia, Africa, the Middle East and Europe.

“Globecast is honoured to work again with MEASAT and Scripps Networks in bringing HGTV to audiences in Asia,” said Soo Yew Weng, Senior Vice President of Sales and Marketing, Globecast Asia. “Globecast looks forward to HGTV becoming as popular here as it is in the U.S., where it has been ranked as the number one lifestyle brand, reaching over 99 million households.”

Globecast also provides playout, content preparation and select post-production services for all four of Scripps Networks’ regional channels – HGTV, Asian Food Channel, Food Network and Travel Channel – across Asia Pacific.

“MEASAT is delighted to continue working with Globecast to bring more high quality programming to Asia. We see great potential in HGTV and look forward to be part of its launch to the market,” said Raj Malik, Senior Vice President – Sales and Marketing, MEASAT. “With the addition of HGTV, MEASAT’s 91.5°E video neighborhood has grown to 57 HD channels distributed and remains Asia’s strongest C-band HD platform.”

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## **About Globecast**

Globecast opens up global opportunities in broadcasting by making content distribution and management simple. Part of the Orange group, Globecast delivers tailored content management and delivery solutions to meet the needs of markets all over the world. For channels, Globecast provides media management and playout solutions as well as global content delivery via fibre, satellite, and IP. Through its fleet of SNG vehicles and production partners, the company also provides coverage of news, sports, and special events around the globe. Globecast has capacity on all the world's major broadcast satellites, a three-continent proprietary fibre network and state-of-the-art facilities in the world's biggest media hubs. Finally, Globecast has a content aggregation and distribution team that helps secure distribution on leading Pay TV platforms. Present in Europe, the Americas, the Middle East, Asia, Africa and Australia, Globecast offers simplicity, flexibility, and knowledge to the world's leading broadcasters. For more information, please visit [www.globecast.com](http://www.globecast.com).

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## **About MEASAT**

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

The MEASAT fleet includes the state-of-the-art MEASAT-3, MEASAT-3a and MEASAT-3b satellites co-located at 91.5°E, supporting Asia's premium DTH and video distribution neighborhood; MEASAT-2 at 148.0°E; and, MEASAT-5 at 119.5°E. In Africa, the AFRICASAT-1a satellite at 46.0°E provides satellite capacity across the African continent with connectivity to Europe, the Middle East and South East Asia. The MEASAT fleet will be further strengthened with the addition of MEASAT-3c in 2016.

Leveraging facilities at the MEASAT Teleport and Broadcast Centre, and working with a select group of world-class partners, MEASAT also provides a complete range of broadcast and telecommunications solutions. Services include 3D, high definition and standard definition video playout, 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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