



MEDIA RELEASE

NHK WORLD TV Chooses AsiaSat 3S to Enhance Distribution in Asia Pacific

Hong Kong, 20 October 2009 – Asia's leading satellite operator Asia Satellite Telecommunications Company Limited (AsiaSat) today announced that Japan International Broadcasting Inc. (JIB), a subsidiary of NHK Japan Broadcasting Corporation has signed a contract to deliver a free to air English language news and information channel, NHK WORLD TV, through AsiaSat's C-band full transponder MCPC (Multiple Channels per Carrier) platform on AsiaSat 3S.

On AsiaSat 3S, Asia's premium platform for satellite television, NHK WORLD TV / jibtv broadcast around the clock a variety of English language programming, from news to information programmes on business, culture and lifestyles. Home viewers across Asia and Australasia can receive the free to air broadcast signal directly via a satellite dish or through local cable operators and Direct to Home (DTH) services providers.

"AsiaSat 3S is a strategic addition to our distribution network to access more viewers in Asia Pacific. Since our re-launch earlier this year, NHK WORLD TV / jibtv are now viewed by more than 110 million households worldwide. AsiaSat 3S's superb market access and international television neighbourhood put us in a strong position to further broaden our reach and serve a wider English speaking audience across Asia Pacific," said Mr. Jun Kawakami, Executive Managing Director of JIB.

"We are pleased to attract a growing array of premium customers with global prominent broadcaster NHK joining AsiaSat fleet and utilising AsiaSat's industry-leading infrastructure and transmission services to expand the distribution of its international broadcast service, NHK WORLD TV in Asia Pacific. We look forward to supporting NHK in achieving further success in market penetration across the region," said Peter Jackson, Chief Executive Officer of AsiaSat.

NHK WORLD TV is now available free to air on AsiaSat 3S in C-band with the following reception parameters:

Transponder: 7H
Frequency: 3880 MHz
Polarisation: Horizontal
Modulation: QPSK
Symbol Rate: 27.5 Msym/sec
FEC: 3/4

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About NHK and JIB

NHK (Japan Broadcasting Corporation) is Japan's sole public broadcaster, operating the country's largest national and international television network. In Japan, NHK offers five TV channels (two terrestrial; three satellite, one of them dedicated to HDTV), and three radio services. NHK also operates two international television channels NHK WORLD TV and NHK WORLD PREMIUM, and offers international radio services in 18 languages. Japan International Broadcasting Inc. (JIB) is a subsidiary of NHK, distributing programming to millions of viewers in more than 80 countries. For more information, please visit: www.nhk.or.jp/nhkworld/ and <http://jibtv.com>

About AsiaSat 3S

AsiaSat 3S is a Boeing 601HP satellite launched in 1999, with 28 C-band and 16 Ku-band transponders. Its C-band footprint covers over 50 countries and regions in Asia, the Middle East, Australasia and the Commonwealth of Independent States. The Ku-band coverage consists of two high powered fixed beams serving East Asia and South Asia, as well as an in-orbit steerable beam currently positioned over Australia.

About AsiaSat

AsiaSat, the leading regional satellite operator in Asia, serves over two-thirds of the world's population with its powerful satellite fleet, comprising AsiaSat 3S at 105.5°E, AsiaSat 4 at 122°E and AsiaSat 5 at 100.5°E. The AsiaSat satellite fleet provides services to both the broadcast and telecommunications industries. Over 300 television and radio channels are now delivered by the company's satellites, reaching over 96 million households, with more than 360 million viewers across the Asia Pacific region. Many telecommunications customers use AsiaSat for services such as public telephone networks, private VSAT networks and broadband multimedia services. It is a wholly-owned subsidiary of Asia Satellite Telecommunications Holdings Limited, a company listed on The Stock Exchange of Hong Kong Limited (Stock Code: 1135). In March and June of this year, AsiaSat was selected the 'Best Asian Satellite Carrier' and the 'Satellite Service Provider of the Year in Asia Pacific' respectively by Telecom Asia magazine and Frost & Sullivan. For more information, please visit www.asiasat.com

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