



## **MEDIA RELEASE**

### **AsiaSat 4's New DVB-S2 DTH Platform Offers Superior Service to Homes in Australasia**

**Hong Kong, 3 March 2011** – Asia Satellite Telecommunications Company Limited (AsiaSat) announced the successful launch of a new DVB-S2 Direct-to-Home (DTH) platform on AsiaSat 4 to distribute television and radio programmes to audiences in Australia and New Zealand.

This new platform is the first DVB-S2 distribution platform launched to serve the entire Australasia region. From the orbital location of 122 degrees East, it currently hosts some 30 television and radio services, broadcasting programmes in Russian, Vietnamese, Hebrew, Cambodian, Bengali, Hindi, Punjabi and Telugu languages and dialects.

With the use of a full 54 MHz Ku-band transponder and the more efficient DVB-S2 technology, the new platform is expected to carry an expanding array of premier programming to serve multiple markets across Australasia.

The new platform is operated by Teleport Access Services (TAS) in Taiwan. Through TAS's state of the art teleport facilities, the platform provides signal downlink and turnaround, uplinking and encrypted services for broadcasters. Dish antennas as small as 60-70 cm and 1.1-1.2m can be used in parts of Australia and New Zealand respectively.

"We are pleased to launch this new high performance DVB-S2 platform customised for DTH and targeting the Australasia market. This region has the world's largest multicultural audience. We look forward to continuing to expand our channel offerings on this new DTH platform providing Australasian audiences a wider range of programming," said William Wade, President and CEO of AsiaSat.

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#### ***About AsiaSat 4***

AsiaSat 4, a Boeing 601HP satellite, carries 28 C-band and 20 Ku-band transponders with a 15-year design life. AsiaSat 4's pan-Asian C-band footprint covers more than 40 countries and regions spanning from New Zealand to the Middle East. Its Ku-band coverage consists of two high-power focused beams for East Asia and Australasia, as well as a BSS (Broadcast Satellite Service) beam for Direct-to-Home (DTH) services in Hong Kong, Taiwan and the adjacent South China region.

#### ***About AsiaSat***

AsiaSat, the leading regional satellite operator in Asia, serves over two-thirds of the world's population with its three satellites, 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 500 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. AsiaSat also provides operators and end users telecommunications services such as voice 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). For more information, please visit [www.asiasat.com](http://www.asiasat.com)

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