



## PRESS RELEASE

### **PLANETCAST partners with MEASAT to Offer New Video Distribution Services**

**Kuala Lumpur, June 11, 2016** – MEASAT Satellite Systems Sdn. Bhd (“MEASAT”) and PlanetCast Media Services Limited (“PlanetCast”) – formerly Essel Shyam Communication Ltd. – announced an agreement providing PlanetCast with premium video distribution services across India. The agreement looks to increase in particular HD and 4K/UHD offerings in India with the potential to expand across the Asia Pacific.

Under the terms of the agreement, PlanetCast has signed for capacity on MEASAT-3a’s global C-band beam. The satellite is located at 91.5°E, Asia’s foremost HD and 4K/UHD neighbourhood.

PlanetCast is a market leader in providing managed services to the broadcasting industry in India and neighbouring countries with a rapidly growing footprint across Southeast Asia. Through this agreement, PlanetCast is able to leverage MEASAT’s industry-leading video expertise and can now offer top-class HD and 4K/UHD video distribution solutions from the region’s leading video hotspot.

Commenting on the occasion, **Mr. M.N Vyas, Executive Director, PLANETCAST** said “At PLANETCAST we constantly innovate to challenge the status quo and we are thrilled to associate with MEASAT as we believe that this partnership will leverage strengths of both the partners to offer cutting edge video distribution services across Asia Pacific. , we found a like minded partner in MEASAT and look forward to a long term, symbiotic relationship.”

Commenting on the occasion, **Mr. Lalit Jain, Executive Director, PLANETCAST** said “India will add 400 million first time internet users in coming few years and these will be local language users. This will create a huge demand for regional HD content and our service is aimed at fulfilling this demand for high quality content in local languages.”

“With PlanetCast, a major broadcast player in India, MEASAT’s recognition as Asia’s preferred video partner continues to grow,” said Yau Chyong Lim, Chief Commercial Officer, MEASAT. “MEASAT is delighted to support PlanetCast’s HD growth and entry into the 4K/UHD space. This is part of our broader goal of providing premium, specialised video satellite distribution solutions for the Asia Pacific region.”

MEASAT distributed the Asia-Pacific’s first HD channel in 2007 and first 4K/UHD linear channel in 2015. The 91.5°E video hotspot is also the region’s strongest satellite

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neighbourhood with three co-located satellites – MEASAT-3, MEASAT-3a and MEASAT-3b.

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### **About PLANETCAST**

*Founded in 1996 with a vision to revolutionize broadcast industry globally, PLANETCAST (formerly ESSEL SHYAM) has been an epitome of quality and trust for almost two decades. PLANETCAST has the honor of securing first commercial teleport license in India and since then it has been instrumental in providing cutting edge technology to enhance the broadcast services in India. PLANETCAST's ability to conceptualize, architect and implement new and expanded capabilities allows clients take their business to the next level.*

*PLANETCAST is a key market player in providing technology-led managed services to the broadcasting industry in India & neighboring countries with rapidly growing footprint across Southeast Asia. For more information, visit [www.planetc.net](http://www.planetc.net)*

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### **About MEASAT Global**

*MEASAT 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.*

*The MEASAT satellite 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 neighbourhood; 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, Malaysia and Singapore. The MEASAT fleet will be further strengthened in H2 2018 with the addition of MEASAT-2a at 148.0°E.*

*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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