



MEDIA RELEASE

AsiaSat and Love Nature Bring 4K Wildlife and Nature Content to Asian Market

Hong Kong, 7 March 2016 – [AsiaSat](#) announced today that, through a partnership facilitated by Multi Channels Asia, [Love Nature](#)'s exclusive 4K original content will launch on "4K-SAT", its new UltraHD (UHD) channel, on AsiaSat 4. Through this free-to-air UHD channel, audiences in Asia will have access to Love Nature's stunning 4K wildlife and nature footage from its robust library of nature documentaries, series, featured themes and exclusive natural history.

"Asia is leading the worldwide trend toward 4K content, AsiaSat and its content partners are championing this new technology with the launch of 4K-SAT," said Jo Parkinson, Managing Director, Love Nature (International). "Our spectacular wildlife and nature content will provide 4K-SAT's audiences a front row seat to the wonders and perils of our natural world."

"We are very excited to bring Love Nature's exclusive and compelling 4K content to our audiences and proud to pioneer the introduction of true UHD content to Asia via a permanent channel on AsiaSat 4. We look forward to working with Love Nature to bring more unique, natural history UHD content to our region," said Sabrina Cubbon, Vice President, Marketing and Global Accounts of AsiaSat.

Love Nature's 4K content is distributed on "4K-SAT", a free-to-air channel on the AsiaSat 4 UHD broadcast platform. Operated at 122°E, the platform reaches more than 50 countries in the Asia-Pacific region. "4K-SAT" is currently broadcasting full UHD-produced videos featuring fashion, lifestyle and documentaries.

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"4K-SAT" is available on AsiaSat 4 with the following reception parameters:

Orbital Location :	122 degrees East
Transponder :	A4-C13H
Downlink Frequency :	4120 MHz
Downlink Polarisation :	Horizontal
Transmission Standard :	DVB-S2
Compression Standard :	HEVC
Modulation :	8PSK



Symbol Rate : 29.72 Msym/sec
FEC : 5/6

About AsiaSat

Asia Satellite Telecommunications Company Limited (AsiaSat), the leading satellite operator in Asia, serves over two-thirds of the world's population with its six satellites, AsiaSat 3S, AsiaSat 4, AsiaSat 5, AsiaSat 6, AsiaSat 7 and AsiaSat 8. The AsiaSat satellite fleet serves both the broadcast and telecommunications industries. 700 television and radio channels are now delivered by the company's satellites offering access to over 830 million TV households across the Asia-Pacific region. AsiaSat also provides VSAT networks throughout the region. AsiaSat's next satellite, AsiaSat 9 on order from the manufacturer is planned to be launched in late 2016/early 2017. AsiaSat 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

About Love Nature

Love Nature brings audiences closer to the beauty and wonder of nature, sharing awe-inspiring stories and shining a light on the fight for survival in a changing world. Producing over 200 hours of 4K nature and wildlife content annually, Love Nature offers the largest library of 4K wildlife and nature content in the world and is available internationally via linear television, SVOD services and as a turnkey factual 4K channel.

About Multi Channels Asia

Multi Channels Asia (MCA) is a Singapore-based media company, which owns, represents and distributes a number of thematic Pay TV networks serving Asia and the Pacific. MCA is Asia-Pacific's leading distributor of independent channels, including Love Nature, Outdoor Channel, Havoc 247 Bloomberg Television, Motorvision, Stingray Music, Stingray Concert, Stingray Karaoke, Stingray Music Videos, Stingray Lite TV, Stingray Ambience and Asia Travel Channel.

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Love Nature's exclusive 4K content on AsiaSat 4