



MEDIA RELEASE

Sony Pictures Networks India Selects AsiaSat 7 as its Satellite Partner for its New Channel Launches

Hong Kong, 22 March 2016 – Asia Satellite Telecommunications Company Limited ([AsiaSat](#)) has reached a multi-year lease agreement with Sony Pictures Networks India Pvt. Ltd. (SPN) for a C-band transponder on [AsiaSat 7](#).

SPN is one of India's leading entertainment television and digital networks. The AsiaSat 7 capacity will support SPN's expansion of Standard Definition (SD) and High Definition (HD) television services in India, the world's fastest growing pay TV market.

In April, SPN will start broadcasting on AsiaSat 7 a new bouquet of SD and HD channels to Indian cable and pay TV networks.

"As we continue to expand our TV channel offerings, availability of transponder space is a critical requirement. Our partnership with AsiaSat enables us to expand our reach into the Indian sub-continent delivering quality programming to our diverse audiences. We look forward to working closely with AsiaSat to deliver our industry-leading TV services to more viewers across this dynamic TV market," said Humsa Dhir, Senior Vice President & Head, PR & Corporate Communications, Sony Pictures Networks India.

"We are especially delighted to have forged this new partnership with Sony Pictures Networks India to support our client's TV service expansion in India. On AsiaSat 7, SPN enjoys instantaneous access to all cable operators big and small and pay TV platforms across the country and in the Indian sub-continent. SPN's comprehensive entertainment programming is a strong addition to the TV service offerings on our platform. SPN is a key player in the region and we are very excited to play an expanding role in facilitating its service penetration in India, one of our prime markets," said Philip Balaam, Vice President of Sales and Business Development, AsiaSat.

###



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 Sony Pictures Networks India Pvt. Ltd.

Sony Pictures Networks India (SPN), (formerly Multi Screen Media Private Ltd.), is a subsidiary of Sony Corporation which owns and operates the Sony Entertainment network of television channels.

As a leading television network in India, SPN comprises of Sony Entertainment Television (SET), one of India's leading Hindi general entertainment television channels; MAX, India's premium Hindi movies and special events channel; MAX 2, a second Hindi movie channel showcasing great Indian Cinema; SAB, a family comedy entertainment channel; PIX, the English movie channel; AXN, the leader amongst English Entertainment Channels; AATH, the Bangla movie channel, MIX a refreshing Hindi music channel; SIX and SONY ESPN – the cluster of sports entertainment channels and LIV - the Digital Entertainment Channel, and, SPN's Motion Pictures division, formerly MSM Motion Pictures.

Sony Pictures Networks India is in its 21st year in India.

Media Contacts:

Asia Satellite Telecommunications Company Limited

Philip Balaam, VP, Sales & Business Development
Tel: (852) 2500 0866
Mobile: (852) 5328 6282
Email: pbalaam@asiasat.com

Winnie Pang, Manager, Marketing Communications
Tel: (852) 2500 0880
Email: wpang@asiasat.com

Sony Pictures Networks India Pvt. Ltd.

Jolenta Dsouza
Tel: (91 22) 67081310
Email: Jolenta.dsouza@setindia.com