

MEDIA RELEASE

AsiaSat wins MEDIAPRO 4K top tier soccer distribution deal using AsiaSat 9

Hong Kong, 2 October 2018 – Asia Satellite Telecommunications Company Limited ([AsiaSat](#)), Asia’s leading satellite operator announced an agreement with [MEDIAPRO](#), a top producer and distributor of audiovisual content, to deliver live 4K top tier soccer matches on AsiaSat 9, AsiaSat’s most powerful satellite serving the Asia-Pacific.

After a successful year of partnership with MEDIAPRO, AsiaSat 9 was selected for broadcasting matches from top football division in 4K format. This new agreement with MEDIAPRO on AsiaSat 9 via 122°E reinforces AsiaSat as the right partner to help MEDIAPRO’s clients reach their target audience within the Asia-Pacific region.

Ina Lui, Senior Vice President of Commercial, Business Development & Strategy of AsiaSat, said, “AsiaSat is an early champion of 4K technology via satellite. We are delighted to support our partners to broadcast on our new satellite AsiaSat 9 which is the next location for all live feeds and premium content in addition to our hotbirds AsiaSat 5 at 100.5°E and AsiaSat 7 at 105.5°E.”

AsiaSat and MEDIAPRO’s partnership began in 2017, when MEDIAPRO, the official producer for LaLiga, chose AsiaSat 5 to distribute LaLiga’s live feeds in Asia in full HD.

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About AsiaSat

Asia Satellite Telecommunications Company Limited (AsiaSat) offers reliable satellite connectivity and media solutions to clients in the broadcast and telecom sectors focusing on enhancing the end-user experience with groundbreaking solutions and comprehensive satellite fleet. From traditional content distribution to headends, telcos, DTH, DTT platforms; Occasional Use; to new IP-based, hybrid OTT service, AsiaSat helps bridge the digital divide, aiming to be the foremost satellite solutions provider, instinctive partner of choice in Asia Pacific. 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 | [LinkedIn](#) | [Facebook](#) | [Twitter](#) | [Youtube](#) | [Mobile App](#)

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Live 4K TV feeds from MEDIAPRO's 4K OB van for transmission via AsiaSat 9 across Asia-Pacific

