

OPTIMISE CONTENT DELIVERY WITH HYBRID SOLUTIONS

The rapidly changing video consumption landscape has created challenges for broadcasters and content providers on how to satisfy the flexibility that consumers are demanding around their content consumption patterns. With the state of linear TV and streaming services varying from country to country, AsiaSat has been focusing on offering hybrid end-to-end solutions that will effectively address customer demands for content delivery across multiple platforms by combining the strengths of traditional broadcast infrastructure with the new cloud-based digital technologies to reach both B2B and B2C segments.

SATELLITE REMAINS CRITICAL

With satellite being the best one-to-many distribution system providing the benefits of cost efficiency and rapid deployment, it plays a critical role in content distribution in Asia Pacific, a region of significant diversity in infrastructure and economic development. In developing regions where infrastructure is lacking and penetration of large streaming platforms is low, and with a language barrier for content, traditional satellite/cable pay TV distribution of linear TV has well-established capabilities to provide customised and localised programming that caters to the specific tastes of individual markets.

However, as the way people consume content continues to evolve, it becomes crucial for broadcasters and content providers to embrace a hybrid approach, leveraging IP, OTT and cloud-based delivery methods to expand their access to redistribution platforms, hotel networks, and directly to end consumers through emerging distribution models like FAST and connected TVs. By doing so, content providers can effectively reach a broader audience, while also creating new revenue streams.

HYBRID SOLUTIONS FOR END-TO-END DELIVERY

In response to the evolving market, AsiaSat has strategically expanded into providing services to encompass more than just an OTT platform or VOD. Through the acquisition of live-streaming company OCGL, and content distribution and media solutions company Lightning International, AsiaSat has taken decisive steps to adopt a comprehensive hybrid approach that goes beyond a mere technology and transmission platform, embracing a full range of services that cater to customer demands and increase audience penetration in different market verticals.

AsiaSat's end-to-end media solutions include, but are not limited to, channel distribution, affiliate sales and management, that enable broadcasters to



simplify and streamline video distribution logistics, provide customised content lineups and most importantly secure last mile delivery to their target end customers, whether it is B2B or B2C, in a diverse and fragmented market like the Asia Pacific.

Further, as an extended solution to broadcasters, AsiaSat's live streaming service facilitates real-time audience engagement during live event coverage, and through interaction among the host, performers and audiences, creating new ways to monetise content and by making them available on multiple distribution platforms.

While streaming TV progressively competes with satellite/cable pay TV as the most-viewed TV source in a number of developed markets, recent reports also highlight a decline in the number of streaming services and associated consumer spending as markets mature and economic conditions stabilise. Amidst the divergent trends of development, the adoption of a hybrid approach enables broadcasters and content providers to optimise content delivery by expanding audience reach, enhancing operational efficiency, and maximising monetisation potential along with the flexibility and agility they need to thrive in today's rapidly evolving media landscape. ■



by Roger Tong
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*For more than 30 years, **ASIASAT** has been providing reliable satellite connectivity, media and data solutions to customers through its best-in-class satellite fleet and ground infrastructure. From content distribution to TV platforms, telcos, hotels; IP, OTT and cloud-based delivery; to live streaming; hosting services; VSAT solutions serving maritime, aviation and mobile backhaul, AsiaSat helps bridge the digital divide, aiming to be the foremost satellite solutions provider in the Asia Pacific.*

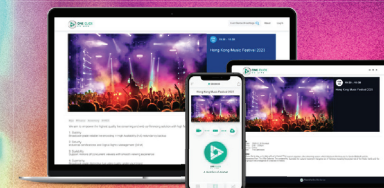
ASIASAT

End-to-End Media Solutions

Leveraging our strong video neighbourhood and unmatched ground penetration, AsiaSat offers customers an integrated suite of media solutions.

From content aggregation, channel management, content distribution via satellite, IP, OTT, FAST, to live streaming service, affiliate management, AsiaSat's end-to-end media solutions enable the delivery of your winning content to TV affiliates, hotel networks and audiences around the world.

Total Solution. Global Distribution.



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