

## MEDIA RELEASE

### **EBU and AsiaSat Deliver Major Football Event Live in UHD**

**Hong Kong, 12 April 2016** – The European Broadcasting Union (EBU) and Asia Satellite Telecommunications Co. Ltd. (AsiaSat) are very pleased to announce the FIRST UHD live sports event via satellite to the Asia-Pacific tomorrow on AsiaSat 4.

This will be the first ever live UHD telecast of a major European football competition match in the Asia Pacific, following the pioneering live UHD transmission of some of the World Cup matches, enabled by the EBU and AsiaSat in 2014.

“AsiaSat satellites are a key component of the EBU’s network to deliver live transmission of sports and news events for our clients. Our partnership with AsiaSat to facilitate this live UHD transmission signals the beginning of more live UHD sport events for the Asia-Pacific TV viewers,” said Graham Warren, Director of Network at the EBU.

“We are very excited to bring this important match live in UHD to soccer fans in Asia. Our long-term partnership with the EBU who is at the forefront of the technology for global live sports content delivery is committed to bringing a superior viewing experience to our audience. This is an extension of the work we have been doing at our UHD Lab. I believe Asia is ready for UHD!” said Sabrina Cubbon, Vice President, Marketing and Global Accounts of AsiaSat.

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#### ***About The European Broadcasting Union (EBU)***

The EBU is the world's foremost alliance of public service media organisations, with Members in 56 countries in Europe and beyond.

The EBU's mission is to defend the interests of public service media and to promote their indispensable contribution to modern society. It is the point of reference for industry knowledge and expertise.

The EBU operates Eurovision, the media industry's premier distributor and producer of top quality live sport and news, as well as entertainment, culture and music content.

The Eurovision satellite and fibre network is the largest and most reliable in the world directly plugged in to public service media everywhere.

web: [www.ebu.ch](http://www.ebu.ch) - [www.eurovision.net](http://www.eurovision.net)

twitter: @EBU\_Eurovision #ebu #eurovision

### 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 or 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](http://www.asiasat.com)

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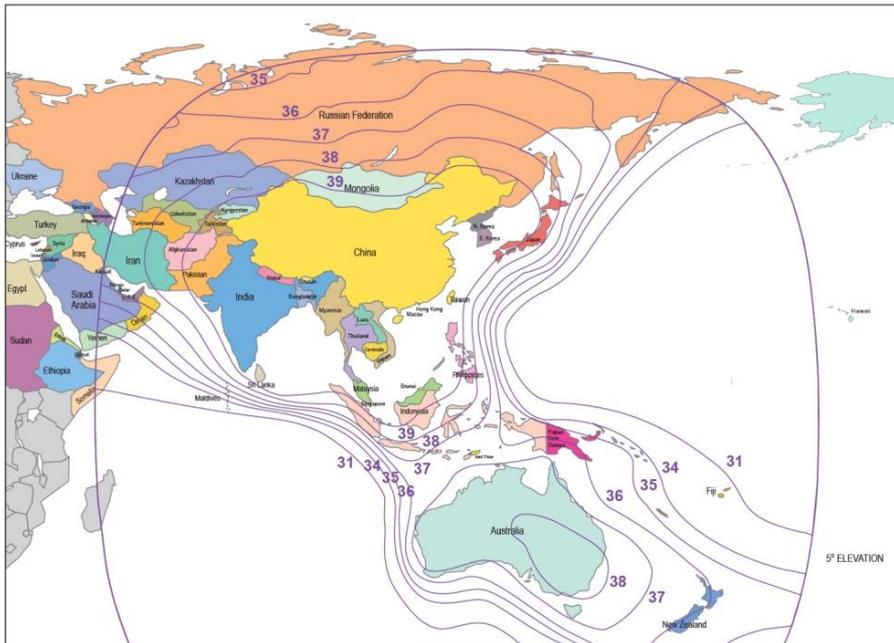
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AsiaSat 4 (122°E)'s extensive C-band footprint across the Asia-Pacific (data shown are EIRP values in dBW)

