

## **MEDIA RELEASE**

### **Linear TV viewing witnessing an upsurge amid COVID-19 lockdown**

#### ***AsiaSat keeps the world connected with high-quality news and entertainment***

**Hong Kong, 21 May 2020** – Recent media reports have revealed shifts in consumers' viewing behaviours as COVID-19 situation evolves with individuals and families spending more time at home, which noted a spike in linear TV viewing, in terms of penetration and time spent across multiple markets and all generations.

News channels and programmes have seen a surge in viewership as news updates and government announcements on new regulations and the pandemic development become profoundly important to the public. During this period of uncertainty, satellite continues to be a reliable and cost effective means for content delivery, serving audiences nationally and abroad with critical and timely news and information.

As Asia's leading provider of broadcast platforms, AsiaSat strives to meet consumers' evolving demand for content and viewing quality. Among the 550 TV and radio channels originated from more than 30 countries and regions in 30 languages delivered by the AsiaSat fleet, more than 80 are news channels, with 60% of them in local languages targeting local markets as well as expatriates and travellers who want to stay abreast of the happenings in their home countries.

Over the past year, the number of HDTV channels increased across AsiaSat's core video satellites AsiaSat 5 and AsiaSat 7, as well as its new video hotbird AsiaSat 9 at 122°E. These HDTV channels have included the Asian Action Channel, CTI Asia, ET Mall, PILI TV, Trace Sport Stars, Trace Urban, TVB Xing He and tvN Movies on AsiaSat 9, and a selection of WarnerMedia's bouquet of regional HD channels on AsiaSat 7 including CNN, Cartoon Network, Boomerang and Warner TV, raising the share of HDTV services to 30% across the AsiaSat fleet.



“At AsiaSat, while committed to protecting the safety and health of our employees during this difficult period, we will continue supporting our customers to deliver high-quality and uninterrupted services to their audience even as demand for TV content surges unpredictably. With our growing HDTV services and wide-ranging news and entertainment programming, we are delighted to demonstrate satellite’s ability to multicast high resolution content, particularly over a vast geographical area and with a growing population of receive antennas, which is more resilient in coping with unexpected soaring demand for services than streaming TV services that were required to lower streaming quality at times of network congestion,” said Ina Lui, Senior Vice President, Commercial, Business Development and Strategy of AsiaSat.

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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 through its core fleet of five in-orbit satellites – AsiaSat 5, AsiaSat 6, AsiaSat 7, AsiaSat 8 and AsiaSat 9. From traditional content distribution to headends, telcos, DTH, DTT platforms; Occasional Use; to new IP-based, hybrid OTT service; data centre; cutting edge VSAT solutions serving aviation, maritime, mobile backhaul, AsiaSat helps bridge the digital divide, aiming to be the foremost satellite solutions provider, an instinctive partner of choice in the Asia-Pacific. For more information, please visit [www.asiasat.com](http://www.asiasat.com) | [LinkedIn](#) | [Facebook](#) | [Twitter](#) | [Youtube](#) | [Mobile App](#)

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