



MEDIA RELEASE

AsiaSat adds HERMES Live's streaming service to its media solution offerings

Hong Kong, 23 December 2020 – Asia Satellite Telecommunications Company Limited ([AsiaSat](#)), Asia's premier satellite solutions provider announced further expansion of its media solution offerings by partnering with [HERMES Live](#) to provide broadcast-grade live streaming service to its global customers.

This streaming service will enable AsiaSat to provide complete solution that addresses customers' increasing need for distributing content flexibly, cost effectively and for maximum reach as digital transformation has reshaped the way audiences consume content. HERMES Live is a live streaming platform based on patented video technologies, for broadcasters, media companies, event organisers, corporates and enterprises to deliver live streaming content such as live sports, concerts, conferences, performances and education to audiences with proven broadcast quality, high availability and security.

HERMES Live facilitates digital transformation of business and commerce through a one-stop live video streaming solution and live event services, seamlessly broadcasts to a global audience across all devices and simulcasts to multiple social media. Events delivered on HERMES Live platform have included some of the region's most anticipated concerts such as Eason Chan Charity Concert; AGM events for listed companies, with Tricor offering Hong Kong's first and only full-function platform that enables electronic general meetings with live streaming; virtual conferences, interviews and commercial events such as Hong Kong FinTech Week 2020, Entrepreneur Day 2020 and Sotheby's Hong Kong Sales Live Auction.

"It is important for us to keep pace with digital transformation by growing our services into new areas that complement our core competencies in providing the best-in-class satellite capacity and transmission solutions. We are delighted to have HERMES Live as our technology partner to offer streaming service as part of our end-to-end media solutions," said Ina Lui, Senior Vice President, Commercial, Business Development and Strategy of AsiaSat.

"We're excited that AsiaSat has selected HERMES Live as its technology partner to complement AsiaSat's media solution portfolio with this innovative and technology proven platform to deliver streaming service based on customers' specific requirements," said Wilson Yuen, Chief Executive Officer of HERMES Live Technology Limited.





AsiaSat's end-to-end media and broadcast solutions include transponder capacity from some of Asia's hotbird satellites, signal uplink, turnaround and downlink, MCPC distribution platforms, fibre connectivity, playout and broadcast facilities, equipment hosting, ground equipment such as bandpass filters, in addition to this new streaming service, available for full time and occasional use.

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About AsiaSat

Asia Satellite Telecommunications Company Limited (AsiaSat) offers reliable satellite connectivity, media and data solutions to customers 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, and teleport infrastructure. From traditional content distribution to headends, telcos, DTH, DTT platforms; Occasional Use; to new IP-based, hybrid OTT service; live streaming; hosting service; 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 | [LinkedIn](#) | [Facebook](#) | [Twitter](#) | [Youtube](#) | [Mobile App](#)

About HERMES Live

HERMES Live offers video live-streaming solution that provides professional, broadcast-grade video-streaming for live events. HERMES Live provides stable and scalable platform with superior video quality and has been used to live-stream mega-events such as concerts and sports matches as well as business activities such as summits and conferences. The HERMES Live 'One Click Go Live®' feature is user-friendly, convenient and accessible, allowing operators to provide high-quality live-streaming without the hassle of dedicated broadcasting equipment and crew. For more information, please visit www.hermeslive.com

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