

MEDIA RELEASE

AsiaSat and MMB Deliver ‘Sophia TV Asia’ to Asia-Pacific on AsiaSat 5

Hong Kong, 27 September 2017 – Asia Satellite Telecommunications Company Limited ([AsiaSat](#)), Asia’s leading satellite operator has been selected by global satellite service provider Milano Media Broadcast ([MMB](#)) and its client [‘Sophia TV Asia’](#) to broadcast into the Asia-Pacific region on AsiaSat 5.

‘Sophia TV Asia’ is a new, independent, non-profit radio and television station that has enjoyed great popularity in Europe, Africa and South America. With its service commencing free to air on AsiaSat 5 in C-band, ‘Sophia TV Asia’ has gained access to a massive audience of more than 800 million households via terrestrial networks, pay TV platforms or direct home reception in Asia and Australasia.

MMB is supported by AsiaSat’s satellite capacity and distribution, enabling audiences in the Asia-Pacific to enjoy ‘Sophia TV Asia’, which features ethically-oriented roundtable discussions and talks, vegetarian cooking classes, children’s programs, nature documentaries, as well as readings, meditation, relaxation music and classical concerts.

“Our program content deals with the most diverse spheres of life from the perspective of high ethical moral, given for the peoples of all cultures. We are very pleased to have first-rate distribution service from MMB and AsiaSat, making our content widely accessible by TV networks and audiences across the Asia-Pacific,” Stefano Delù, Legal Representative of Sophia TV Asia.

“We are excited to have partnered AsiaSat to bring Sophia TV Asia’s high value program content to Asia. We look forward to helping Sophia TV Asia grow their viewership further with AsiaSat 5’s unique advantage in neighbourhood and penetration,” Luca Bondini, Chief Executive Officer of MMB.

“We are very happy to be able to work with MMB to launch Sophia TV Asia in Asia, bringing fresh content to viewers, and remain encouraged by AsiaSat 5’s ability to draw new global satellite service partner like MMB, serving international broadcasters exceptional coverage and expansive penetration,” said Barrie Woolston, Chief Commercial Officer of AsiaSat.

‘Sophia TV Asia’ is available free-to-air on AsiaSat 5 with the following reception parameters:

Orbital Location: 100.5°E

Transponder: C11H

Downlink Frequency: 4040 MHz

Downlink Polarization: Horizontal

Transmission Standard: DVB-S2

Compression Standard: MPEG-4

Modulation: 8PSK

Symbol Rate: 29.72 Msym/sec

FEC: 5/6

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About Milano Media Broadcast

Milano Media Broadcast (MMB) is a global satellite service provider offering a wide range of services with its core business in the development and distribution of satellite internet broadband. Thanks to our Milano teleport hub facility based in Lacchiarella (Southern Milan's region), MMB has access to all major European, Middle-East, Far East, Trans-Atlantic and African satellites. For more information, please visit <http://www.mmbtv.net/>

About Sophia TV

Radio Santec – Sophia TV is a free and independent radio and television station that was founded in 1999 in Germany. The programs are aired in several languages all over the world via Satellite and IPTV - and are also offered to all interested radios and televisions free of charge. For more information, please visit www.sophiatv.de

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 more than 830 million TV households across the Asia-Pacific region. AsiaSat's next satellite, AsiaSat 9 is planned to be launched on 29 September 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 | [LinkedIn](#) | [Facebook](#) | [Twitter](#) | [Mobile App](#)

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Sophia TV's wide ranging programmes include classical concerts from The Santec Music Orchestra playing musical pearls from the baroque, classical and romantic periods