



CHANNEL NEWSASIA



MEDIA RELEASE

AsiaSat expands top quality news offerings with launch of Channel NewsAsia HD on AsiaSat 7

Hong Kong, 1 March 2018 – Asia Satellite Telecommunications Company Limited ([AsiaSat](#)) today announced that award winning Asian news channel, Channel NewsAsia, has upgraded the quality of its regional broadcast distribution from standard definition (SD) to a full 24-hour High Definition (HD) channel, delivered via AsiaSat 7.

Over the past two decades, Channel NewsAsia – which is owned and operated by Mediacorp – has become a household name in the region for its breaking news, current affairs programmes and documentaries told through a uniquely Asian perspective. The channel which started in Singapore in 1999, first aired across the region in SD on AsiaSat in 2003, and by end March 2018, this SD service will be completely replaced by the HD channel.

Distributed exclusively free to air on AsiaSat 7 in C-band, Channel NewsAsia is currently viewed in more than 28 territories across the Asia Pacific via its extensive network of terrestrial and pay TV affiliates, and partner hotels. Having joined AsiaSat's expanding list of HD news channels, Channel NewsAsia is in the best position to reach a wider international audience with its enhanced broadcast-quality content thanks to AsiaSat 7's comprehensive footprint.

“AsiaSat is delighted to again champion the transition of SD content to the higher quality HD to meet the growing demand for premium HD content from TV platforms and home viewers,” said Barrie Woolston, Chief Commercial Officer of AsiaSat. “We are proud that AsiaSat 7's value as a leading satellite platform for distributing premium news content is fully recognised by our client and their viewers. We look forward to contributing to Channel NewsAsia's continued success in Asia as our 15-year strong relationship continues to grow.”



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“The decision by Channel NewsAsia to upgrade its broadcast to full HD is part of our continuous commitment to meet the evolving expectations of our audiences and advertisers. We are pleased to strengthen our partnership with AsiaSat to deliver premium content to homes and hotels across Asia,” said Walter Fernandez, Editor-in-Chief, Mediacorp.

Channel NewsAsia HD is available on AsiaSat 7 in C-band with the following reception parameters:

Orbital Location :	105.5 degrees East
Transponder :	C3H
Downlink Frequency :	3734 MHz
Downlink Polarisation :	Horizontal
Transmission Standard :	DVB-S2
Compression Standard :	MPEG-4
Modulation :	QPSK
Symbol Rate :	6.5 Msym/sec
FEC :	2/3

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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 seven satellites, AsiaSat 3S, AsiaSat 4, AsiaSat 5, AsiaSat 6, AsiaSat 7 and AsiaSat 8, and the new AsiaSat 9. The AsiaSat satellite fleet serves both the broadcast and telecommunications industries. Over 600 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 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](#)

About Channel NewsAsia

Channel NewsAsia Singapore was established in March 1999 by Mediacorp, and is an English language Asian TV News channel. Positioned to “Understand Asia”, it reports on global developments with Asian perspectives. Channel NewsAsia brings viewers not only the latest news but also the stories behind the headlines. Based in Singapore, it has correspondents in major Asian cities and key Western ones, including New York, Washington D.C., London and Brussels.

The channel is complemented by an online presence at channelnewsasia.com, and social media services like Facebook, YouTube and Twitter.



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Reaching Further, Bringing You Closer

Channel NewsAsia (International) was launched in September 2000. It is now viewed in 28 territories across Asia via AsiaSat 7 with its satellite footprint stretching across the Middle East, South Asia, Southeast Asia, Northeast Asia and Australia. For more information, please visit Channel NewsAsia's website at channelnewsasia.com.

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Channel NewsAsia HD's premium news content is distributed free to air on AsiaSat 7 across the Asia Pacific

