



MEDIA RELEASE

VIVA+ Launches New DTH Services in Indonesia on AsiaSat 5

Hong Kong, 22 April 2014 – Asia Satellite Telecommunications Company Limited (AsiaSat) and PT. Digital Media Asia today announced the launch of VIVA+, a brand new prepaid direct-to-home (DTH) satellite service utilising multiple Ku-band transponders on AsiaSat 5 at 100.5 degrees East to serve the fast-growing Indonesian pay DTH market.

The new DTH offering will initially consist of 2 HD and 35 SD channels including the “9 Ultimate World Cup Channels” dedicated to broadcast the upcoming FIFA World Cup in Brazil from 12 June to 13 July 2014. The package includes a wide range of Indonesian and international television channels, from entertainment, news, sports, to children and religious programmes.

VIVA+ intends to offer additional channels to enhance viewers’ viewing experience and to meet the diverse needs of potential subscribers for high quality content.

“We are very excited about our service launch on AsiaSat 5. AsiaSat has provided the high quality and country wide coverage we need to deliver our premium DTH offering to every corner of Indonesia. With AsiaSat’s support, we are able to move swiftly to introduce our unique World Cup package to all soccer fans in Indonesia. We are delighted to have this opportunity to work closely with AsiaSat in the coming years to expand our services and to offer more programme options to our customers,” said David Khim, Chief Technology Officer & Chief Operating Officer of VIVA+.

“We are pleased that VIVA+ has chosen AsiaSat to launch its new DTH service in Indonesia, bringing to viewers in Indonesia a brand new DTH offering of local and international programmes. Indonesia has one of Asia’s fastest growing pay TV markets and we look forward to supporting VIVA+’s service expansion in the near future to capture the enormous potential of this lucrative DTH market,” said William Wade, President and Chief Executive Officer of AsiaSat.”

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About PT. Digital Media Asia and VIVA+

PT Digital Media Asia is a subsidiary of PT Visi Media Asia Tbk. (VIVA), a well-known player in Indonesia's media industry. With a vision and mission to be the leading Convergent direct-to-home Prepaid TV Service Operator in Indonesia with VIVA+ as its brand, is not just another pay-TV service. It is a lifestyle choice, with the power to do much more. Watching TV, Internet access, Games, DVR, Interactive applications, and numerous other functions.

VIVA+ is FIFA World Cup 2014 licensed broadcaster with the first product to launch on 22 April 2014 called Ultimate World Cup TV. Football fans in Indonesia will be able to enjoy all 64 main games for the event in 9 Ultimate World Cup Channels with 2 of them in HD quality.

About AsiaSat 5

AsiaSat 5 is a Space Systems/Loral's 1300 satellite launched in August 2009, operating at the orbital location of 100.5 degrees East. AsiaSat 5 carries 26 C-band and 14 Ku-band transponders, and has a design life of 15 years. Its powerful C-band footprint covers over 50 countries and regions spanning from Russia to New Zealand and from Japan to the Middle East and parts of Africa. The Ku-band coverage consists of two high powered fixed beams serving East Asia and South Asia, as well as a steerable beam currently positioned over Indonesia.

About AsiaSat

Asia Satellite Telecommunications Company Limited (AsiaSat), the leading regional satellite operator in Asia, serves over two-thirds of the world's population with its four satellites, AsiaSat 3S, AsiaSat 4, AsiaSat 5 and AsiaSat 7. The AsiaSat satellite fleet provides services to both the broadcast and telecommunications industries. Over 450 television and radio channels are now delivered by the company's satellites offering access to over 710 million TV households across the Asia-Pacific region. AsiaSat also provides telecommunications operators and end users services such as voice networks, private VSAT networks and broadband multimedia. AsiaSat's latest satellites, AsiaSat 6 and AsiaSat 8, are scheduled for launch in the coming months. AsiaSat 9 which is on order from the manufacturer is planned to be launched in 2017. It 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

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