



## **MEDIA RELEASE**

### **'C Music TV HD' Launching on AsiaSat 5 at CASBAA Convention 2014**

**Hong Kong and London, 27 October 2014** – Asia Satellite Telecommunications Company Limited (AsiaSat), Asia's leading satellite operator, and C Music Entertainment Limited in London, England have signed an agreement to launch 'C Music TV HD' across Asia on AsiaSat 5 at 100.5°E from 1<sup>st</sup> November, 2014.

This deal makes the multiple award-winning classical and film music-video channel available in South East Asia, Australasia and India for the first time. The addition of 'C Music TV HD' will notably broaden the range of HD channels onboard AsiaSat 5.

Julian Rigamonti, Founder and CEO of C Music Entertainment, said, "Launching on AsiaSat 5 will make 'C Music TV HD' available in Asia for the first time. We are delighted to finally bring our unique mixture of movie soundtracks and classical music-videos to audiences in this vibrant region. AsiaSat 5 with its excellent reach and strong HD neighbourhood is the ideal satellite platform to help us achieve instant access to the enormous Asian market."

William Wade, President and Chief Executive Officer of AsiaSat said, "We are pleased to support C Music TV's initiative to significantly expand their distribution network across all areas of Asia with AsiaSat 5. We welcome this award winning music-video channel in bringing a new experience to AsiaSat's audience."

Launched in 2008, C Music TV is the world's first and only satellite and cable television channel dedicated to classical and film soundtrack music-videos. The channel broadcasts exclusive content 24 hours a day uninterrupted by advertising breaks.

C Music TV has revolutionised the classical music industry by replacing traditional long-form concerts and operas with the short music-video clips more associated with pop music channels. C Music has worked together with the record companies, film studios and the world's most famous composers and performers to create these exclusive music-videos. C Music TV's innovative approach makes it highly attractive to new and younger audiences. Since its launch, C Music TV has been named 'Best Music TV Channel' an unprecedented three times at the European Television Awards in Venice.

C Music TV is currently available on 8 satellites across East and Western Europe, South America, the Middle East and Africa with paid carriage in more than 120 countries worldwide. This deal with AsiaSat to launch a new tailored HD feed will signify the channel's first foray into Asian distribution.

C Music TV's carriage in the region will be exclusively handled by the Singapore office of the French distribution company THEMA. Manivel Malone, THEMA Managing Director Asia Pacific speaking at CASBAA in Hong Kong said "We have received extremely positive interest in 'C Music TV HD' from Operators in the region and will be announcing several new carriage deals in the very near future."

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### **Notes to Editor**

#### **About C Music Entertainment Ltd.**

C Music TV launched in 2008 and now has paid carriage distribution in over 120 countries, on 8 satellites across Europe and Africa. The classical, cinematic and chill-out music-video channel carries no adverts. The channel is a unique fusion of classical music and the latest movie soundtracks in a pop channel format. The channel showcases the world's finest artists and introduces new audiences to this inspiring and beautiful genre. For more information, please visit [www.cmusic.tv](http://www.cmusic.tv). Contact: Miranda Morris; Tel: +44(0) 208 237 1197; Email: [Miranda.morris@cmusictv.com](mailto:Miranda.morris@cmusictv.com)

#### **About THEMA**

THEMA was founded in January 2005 by François Thiellet. Based in Paris, THEMA accounts for 4 subsidiary offices abroad in Singapore, Moscow, London and New York and works with more than 9 agents offices in the main European markets. THEMA operates a large mandates portfolio for some 100 international channels and has built strong relationships with major pay TV platforms in France, Europe, the Middle East, Africa, Asia and North America. For distribution of 'C Music TV HD' please contact [manivel@thematv.com](mailto:manivel@thematv.com) Tel: +65 9831 3444 or [alexandre@thematv.com](mailto:alexandre@thematv.com) Tel: +65 9712 8505 at THEMA Singapore. For more information, please visit [www.thematv.com](http://www.thematv.com)

#### **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 7 and the newly launched AsiaSat 6 and AsiaSat 8. 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 private VSAT networks and broadband multimedia. AsiaSat's next satellite, AsiaSat 9 on order from the manufacturer is planned to be launched in 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](http://www.asiasat.com). Contacts: Sabrina Cubbon, Tel: (852) 2500 0899, mobile: (852) 9097 1210, Email: [scubbon@asiasat.com](mailto:scubbon@asiasat.com); Winnie Pang, Tel: (852) 2500 0880, Email: [wpang@asiasat.com](mailto:wpang@asiasat.com)

