

**MEDIA RELEASE**

**Sports Star of Pakistan adds HD channel ‘Public News’ on AsiaSat 7**

**Hong Kong, 4 July 2018** – Asia Satellite Telecommunications Company Limited ([AsiaSat](#)) announced today an expansion of services for Sports Star International Private Limited (Sports Star) of Pakistan on AsiaSat 7, to deliver an HD news channel ‘[Public News](#)’ across the Asia-Pacific.

Sports Star currently transmits entertainment channel ‘A-Plus’ as well as Pakistan’s first women’s channel ‘A-Lite’ on AsiaSat 7, targeting different audience segments locally and across the Asia Pacific. Public News is Sports Star’s latest HD service to bring daily news bulletins to viewers by leveraging the power of AsiaSat 7 and its excellent penetration, already enjoyed by the two current channels.

AsiaSat will also offer Ku-band capacity on AsiaSat 7 for Public News’ SNG services in news gathering and contribution.

Barrie Woolston, Chief Commercial Officer of AsiaSat says, “Pakistan represents one of our most important and largest media markets. We are thrilled to offer additional capacity to Sports Star, strengthening their ability to diversify content for Asia-Pacific audiences. The launch of Public News on AsiaSat advances our goal of growing our HD bouquet of international and local news channels.”

Yousaf Baig Mirza, a leading name in the management of TV channels in Pakistan and the Vice Chairman of Public News, says, “We are delighted to have partnered with one of the most reliable names in the Satellite Industry. We look forward to continued success with AsiaSat as we work together to deliver more diverse programming in HD quality to audiences locally and beyond.”

AsiaSat has been serving Pakistan since 1991, which is hosting one of Asia’s widest range of Urdu language programming, from news, entertainment, music, to movies, cartoons and dramas.

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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. 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](http://www.asiasat.com) | [LinkedIn](#) | [Facebook](#) | [Twitter](#) | [Mobile App](#)

### **About Sports Star International**

Sports Star International (SSI) has been in the media industry since the year 1984 and has been actively involved in TV production since its inception. SSI has produced a large number of dramas and other programs for Pakistan Television (PTV) and other private channels.

In June 2005, SSI launched Pakistan's first privately operated terrestrial TV channel – **ATV**, inaugurated by the then Prime Minister of Pakistan Mr. Shaukat Aziz on 24 June 2005. In July 2010, SSI launched another entertainment channel by the name of **A-Plus Entertainment** for cable and satellite viewers.

For more information, please visit [www.atv.com.pk](http://www.atv.com.pk) and [www.a-plus.tv](http://www.a-plus.tv)

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Public News delivers daily news bulletin to viewers across Asia Pacific via AsiaSat 7 in HD quality