

# MEASAT GLOBAL

*Best Communications Satellite Operator - Asia*

*The MEASAT Global group, a regional leader in supplying premium satellite services, has been operating communications satellites for more than 20 years.*

*We invited CEO Paul Brown-Kenyon to talk us through the firm and the services it provides.*



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At MEASAT, our aim is to provide innovative “best-in-class” satellite solutions. We do this by working closely with our customers to understand their requirements (both today and in the future), leveraging on MEASAT’s pool of experience and expertise to develop innovative approaches and, focusing on excellent execution.

The satellite sector is highly competitive. There are multiple players ranging from large international companies operating dozens of satellites, to regional operators with fleets of four to eight satellites, to those operating just a single spacecraft. As such, we have to differentiate ourselves and show our clients that we offer a truly innovative and quality service.

With capacity across six communication satellites located at 36,000km above the equator, the MEASAT fleet reaches over 150 countries representing 80% of the world’s population across Asia, Middle East, Africa, Europe and Australia.

Our satellites provide core communication infrastructure and services to allow our customers and clients to provide services to their end users. MEASAT satellites are used to distribute Direct-to-Home TV services to 20 million households across Malaysia, India and Indonesia; to distribute ultra-high and high definition television programming from TV studios to pay TV companies across the region; to provide broadband services to households and businesses; and, to connect telecommunication network in remote areas.

Moving forward, MEASAT intends to remain at the forefront of the sector through continued innovation in the services we are providing and the technology used to provide them. This will include over USD 0.5bn of investment in the next generation of High Throughput communication satellites

which will enhance our service offering and the enable us to better support our clients in the future. Overall we look to continue our current rate of growth and success by building our fleet, developing long-term customer relationships, and pioneering new satellite services.

