



PRESS RELEASE

MEASAT Partners with Sun TV for Global Multi-Language Channels Distribution

Kuala Lumpur, 1 July 2024 – MEASAT Global Berhad (“**MEASAT**”) – Malaysia’s premier satellite solutions provider, has signed an agreement with Sun TV Network Limited (“**Sun TV**”), one of India’s largest media conglomerates, to support the distribution of 37 TV channels via the MEASAT-3d satellite. These channels broadcast in seven languages, will reach over 140 million households in India and extend to audiences in the Asia Pacific, Europe, and Africa.

“MEASAT is honoured to be selected by Sun TV to distribute their channels across multiple regions reinforcing our position as Asia’s preferred broadcast partner. With the state-of-the-art MEASAT-3d satellite at the 91.5°E hotslot, we are ready to deliver high-quality, reliable transmission services for one of India’s top broadcasters. This collaboration strengthens MEASAT’s industry presence and recognition in India, enabling us to expand our services to meet customer demands,” commented Ganendra Selvaraj, Chief Commercial Officer, MEASAT.

S Kannan, Chief Technology Officer, Sun TV added: “We are pleased to partner with MEASAT for satellite distribution to reach our audiences globally, including the most remote locations. MEASAT’s flexibility, broad portfolio of solutions, and extensive reach make them an ideal partner for ensuring our content delivery. We look forward to exploring further opportunities with MEASAT to enhance our offerings.”

Stay updated on the latest news from MEASAT on their Facebook page <https://www.facebook.com/MeasatGlobalBerhad> or website <http://www.measat.com/>.

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About MEASAT

MEASAT is a premium satellite communications services provider in the Asia-Pacific region. Our MEASAT-3b and MEASAT-3d satellites at the prime 91.5°E hotslot facilitate the distribution of Direct-To-Home TV channels to over 20 million viewers across the region.

As Malaysia's leading satellite solutions provider, we offer a wide range of customised services. From cellular backhaul and corporate networks to high-speed broadband internet, we cater to the needs of diverse clients, including government, telecommunications companies, maritime and oil & gas industries, enterprises, and small and medium-sized businesses. Additionally, we serve as an authorised reseller of Starlink services, further expanding our reach and capabilities.

MEASAT takes pride in being Malaysia's primary Rural Broadband Service Provider. Through our CONNECTme service, we deliver high-speed broadband to over 500,000 Malaysians in remote areas, bridging the digital divide and opening up a world of opportunities for education, healthcare and economic development.

Our commitment to excellence has been recognised internationally. MEASAT has been honoured thrice, most recently in 2023, with the prestigious Regional Satcom Operator of the Year Award by Euroconsult Group based in Paris, a testament to our leadership in the satellite-enabled communications space.

For more information, please visit www.measat.com / connectmenow.my/
For media enquiries, please contact: Shawna Felicia / shawnafelicia@measat.com

About Sun TV Network Limited

Sun TV Network consists of 37 Television Channels in 7 languages, DTH (Direct-To-Home) broadcast service, 69 FM Radio Stations, 3 Daily Newspapers, 6 Magazines & two sports franchises.

Sun TV Network is one of India's largest media conglomerates with 37 TV channels in 7 different languages. Their reach extends to more than 140 million Indian households. Furthermore, Sun TV Network's channels can be viewed across 27 countries including the USA, Canada, Europe, Singapore, Malaysia, Sri Lanka, South Africa, Australia, and New Zealand.

For more information, please visit <https://www.suntv.in/>

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