

## **MEDIA RELEASE**

### **AsiaSat and Globecast distribute DW's New HD channel on AsiaSat 7**

Hong Kong, 20 December 2016 - Asia's leading satellite operator Asia Satellite Telecommunications Company Limited ([AsiaSat](#)) has reached an agreement with Globecast to deliver Deutsche Welle's English-language program in HD to the Asia-Pacific region.

DW in HD is an additional offering next to the existing TV channel in SD and radio services on AsiaSat 7. DW's German-language program will continue its service across Asia via AsiaSat 5.

For the past 20 years, AsiaSat and DW have partnered to bring German information and culture to Asia. The enhanced service offering demonstrates their commitment to providing more high-quality and relevant content to Asia. The AsiaSat fleet's comprehensive access to Asian TV viewers has enabled DW to upgrade viewing experience as well as harness audience with different language interests.

Sabrina Cubbon, AsiaSat's VP Marketing & Global Accounts: "I'm very pleased to extend our offerings of DW's programs through the Globecast partnership. Both are long-term clients of AsiaSat. Moving to HD will definitely improve viewer satisfaction and is a key tool to strengthen our success in a competitive market!"

"For DW, 2017 will be a year of not only expansion but solidification as well," said DW's Director of Distribution and Sales Petra Schneider. "Content, brand and technological improvement will be more dynamic than ever before – the ability to constantly engage your audience in a consistent way and adapting to their technological watching habits remain our most important goals. The move towards HD is a step in the right direction."

Biliana Pumpalovic, managing director at Globecast: "We are working in multiple markets to help broadcasters launch HD services and we're very pleased that DW has turned to us and AsiaSat. We have a strong partnership with AsiaSat and we can help customers understand specific market requirements from both technical and business perspectives."



### ***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 6, AsiaSat 7 and AsiaSat 8. The AsiaSat satellite fleet serves both the broadcast and telecommunications industries. Over 700 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's next satellite, AsiaSat 9 on order from the manufacturer is planned to be launched in Q2 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). [www.asiasat.com](http://www.asiasat.com)

### ***About DW***

Deutsche Welle (DW) is Germany's international broadcaster. DW has television programs in English, German, Spanish and Arabic. News, features and documentaries cover everything from business, science and politics to arts, culture and sports. Radio and online content is available in 30 languages. DW relies on a global satellite network, partner stations and online services to make tuning in as easy as possible. In addition, DW utilizes other means of distribution like apps, podcasting, live-streaming, on-demand and mobile services. Every week, DW reaches audiences of more than 135 million people worldwide. DW also provides access to the German language. DW Akademie offers training and consulting services for media professionals, traineeships, a bilingual master's degree and media trainings for executives of international organizations and companies. Around 3,000 people from 60 countries work in DW's offices in Bonn and Berlin. [www.dw.com](http://www.dw.com)

### ***About Globecast***

Part of the Orange Group, Globecast provides agile and seamless content acquisition, management and distribution services globally. The company constantly innovates in an evolving IP-centric environment to provide reliable and secure customer solutions. Globecast has created the number one global hybrid fiber and satellite network for video contribution and distribution. This network enables multiplatform delivery including TV Everywhere OTT, satellite, cable, video on demand, CDN delivery as well as cloud-enabled media services. The company remains the trusted partner for coverage and international delivery of news, sports, and special events around the globe. Customers enjoy a seamless global experience on the ground from 12 interconnected Globecast owned facilities, including Los Angeles, London, Singapore, Paris, Rome, and Johannesburg. [www.globecast.com](http://www.globecast.com)



## Reception parameters

Reception Parameters	DW HD	DW & Radio	DW (Deutsch)
Satellite	AsiaSat 7	AsiaSat 7	AsiaSat 5
Orbital Location	105.5°E	105.5°E	100.5°E
Transponder	C12V	C4H	C11H
Downlink Frequency	4100 MHz	3760 MHz	4040 MHz
Downlink Polarisation	Vertical	Horizontal	Horizontal
Transmission Standard	DVB-S2	DVB-S	DVB-S2
Compression Standard	MPEG-4	MPEG-2	MPEG-4
Modulation	8PSK	QPSK	8PSK
Symbol Rate	29.72 Msym/sec	26 Msym/sec	29.72 Msym/sec
FEC	5/6	7/8	5/6

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