

MEDIA RELEASE

AsiaSat broadcasts LaLiga TV on AsiaSat 5

Hong Kong, 10 October 2017 – Asia Satellite Telecommunications Company Limited ([AsiaSat](#)), Asia's leading satellite operator announced the addition of LaLiga TV to its strong sports channel lineup onto AsiaSat 5.

LaLiga, First Division Spanish Football, will reach viewers across the Asia-Pacific through a new partnership with channel broadcaster Mediapro, LaLiga TV's official producer, and AsiaSat for Asia's most popular international satellite TV and sports content platform.

It is the first time LaLiga TV launches as a 24-hour distributed TV channel in Asia Pacific offering fully scripted programming dedicated to the football competition, in full HD. Commentaries of the channel will be available in English. LaLiga will also produce its first English-language live studio show, analysing the round of fixtures ahead before the first game of each week. This new arrangement demonstrates AsiaSat 5's powerful penetration and excellent sports content neighbourhood, making it perfect for broadcasters and content owners to satisfy Asia's insatiable demand for high quality football.

Barrie Woolston, Chief Commercial Officer of AsiaSat, said, "We are extremely thrilled to win this new collaboration, bringing the best of the Spanish football to the Asia-Pacific. Our ever strengthening bouquet of live sports content shows the unique qualities of AsiaSat 5 to serve Asian viewers with great choice of premium channels and exceptional TV viewing experience."

LaLiga is one of the most followed sports competitions in the world, featuring Real Madrid and Barcelona, which have legions of fans across Asia, and stars such as Luis Suárez, Lionel Messi and Cristiano Ronaldo.

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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 six satellites, AsiaSat 3S, AsiaSat 4, AsiaSat 5, AsiaSat 6, AsiaSat 7 and AsiaSat 8; and a new satellite, AsiaSat 9 successfully launched on 29 September 2017 to replace AsiaSat 4. The AsiaSat satellite fleet serves both the broadcast and telecommunications industries. Over 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 | [LinkedIn](#) | [Facebook](#) | [Twitter](#) | [Mobile App](#)

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