

MEDIA RELEASE

AsiaSat chosen to deliver HD content across Asia for TRT World

Hong Kong, 23 March 2017 – Asia Satellite Telecommunications Company Limited ([AsiaSat](#)), Asia's leading satellite operator, and global media solutions provider [Globecast](#) have reached an agreement to deliver international Turkish news platform TRT World in HD to viewers across the Asia-Pacific region via AsiaSat 7. The deal expands TRT's reach and strengthens its position in the Asian market.

TRT World is owned by Turkish national public broadcaster TRT and is Turkey's first English language international news platform, providing news coverage in English 24/7 from Istanbul. Globecast and TRT World chose AsiaSat 7 because of its extensive Asian coverage, international channel neighbourhood and excellent audience access. AsiaSat 7 has a region-wide C-band footprint covering Asia, the Middle East, Australasia and Central Asia, as well as high-power Ku beams dedicated to serving East and South Asia.

Globecast is providing TRT World with a global packaged service for the DTH distribution of the news platform including worldwide connectivity and uplink distribution services using its unique reach to access 10 satellites.

Deputy Director General of TRT Ibrahim Eren states that it is important for TRT World to be available on AsiaSat. Eren states, "AsiaSat is renowned for its advanced fleet of satellites and overall expertise in the business. Through their help, coupled with sophisticated technology from Globecast, we're delighted to now expand TRT World to millions of viewers across Asia."

"It's exciting that Globecast and TRT World chose us to expand TRT World's reach in Asia. This deal is a testament to the quality service we deliver and market-leading knowledge we share not only to meet our clients' needs but exceed their expectations from very early on," commented Barrie Woolston, Chief Commercial Officer at AsiaSat.

"TRT World is an important broadcaster, and we're delighted they chose Globecast to implement their market strategy in Asia. This gives us another opportunity to do what we do best — which is to make content distribution as simple and straightforward as possible," commented Giorgio Giacomini, Managing Director MENA at Globecast.

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About TRT World

TRT World is a platform of news outlets that inspires change within the world through its diverse reporting. It is headquartered in and broadcasting from the crossroads of East and West- Istanbul, Turkey. In addition, it has three more broadcast centers located in London, Washington DC and Singapore and an extensive global bureau network covering major regions and hot spots. Strategically designed to maximize its global reach, it is broadly available in all major English-speaking territories and can be accessed via traditional media, including free-to-air, cable and satellite, and other digital platforms, including mobiles, desktops and social media. A distinctive voice to the global news landscape, this is TRT World.

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 | [LinkedIn](#) | [Twitter](#)

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 is planned to be launched in late 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). For more information, please visit www.asiasat.com

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