



## MEDIA RELEASE

### B4U Adds New “B4U Movies Asia Pacific” Channel on AsiaSat 7

**Hong Kong, 26 October 2015** – Asia Satellite Telecommunications Co. Ltd. ([AsiaSat](#)), Asia’s leading satellite operator, announced today that [B4U](#), a leading Bollywood film and television network, has launched its new “B4U Movies Asia Pacific” channel on [AsiaSat 7](#) at 105.5°E.

B4U currently broadcasts two Bollywood Indian entertainment channels, “B4U Movies” and “B4U Music”, in Hindi language via AsiaSat 7. AsiaSat 7 at the 105.5°E orbital slot enables B4U to enjoy instantaneous access to all major multi-system operators (MSOs), cable operators, Pay TV platforms and hotel networks across the region. This new Hindi language movie channel will further expand the B4U offerings on this platform, giving Asian audiences more choice for quality Bollywood films and movies.

“B4U is committed to bringing top quality Bollywood entertainment programmes to audiences worldwide. AsiaSat is renowned for its excellent market access and comprehensive South Asian channel neighbourhood. Partnering with AsiaSat enables us to deliver the world’s best Bollywood entertainment to our target audience across the Asia-Pacific region. We look forward to expanding our services and growing our audience with AsiaSat,” said Ashok Shenoy, Head - International Business of B4U.

“We are delighted that B4U has once again chosen AsiaSat 7 to deliver their high quality movies to the region. This new B4U Movies channel customised for Asia-Pacific audiences has further enhanced AsiaSat 7’s premium Hindi movie neighbourhood. We thank B4U for their trust in AsiaSat and this opportunity. We look forward to expanding our partnership for many years to come,” said Philip Balaam, Vice President, Sales and Business Development of AsiaSat.

###

#### **About B4U**

Launching both B4U Movies and B4U Music in 1999, B4U has been labelled as the foremost Asian channel to pioneer Bollywood and Indian Entertainment worldwide. Since its inception, B4U has successfully created a brand with a strong momentum, across multiple platforms including TV, Cinema, Press, New Media and Digital. Today B4U is a select top brand on Bollywood Entertainment, Culture and Lifestyle. For more information, please visit [www.b4utv.com](http://www.b4utv.com)

**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 450 television and radio channels are now delivered by the company's satellites offering access to over 710 million TV households across the Asia-Pacific region. AsiaSat also provides VSAT networks throughout the region. AsiaSat's next satellite, AsiaSat 9 on order from the manufacturer is planned to be launched in late 2016/early 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](http://www.asiasat.com)

**Media Contacts:**

**B4U Network**

Rishma Dhaliwal, PR & Marketing Manager  
Tel: (44 20) 8795 7171  
Email: [rishma@b4unetwork.com](mailto:rishma@b4unetwork.com)

**Asia Satellite Telecommunications Company Limited**

Philip Balaam, VP, Sales and Business Development  
Tel: (852) 2500 0866  
Mobile: (852) 5328 6282  
Email: [pbalaam@asiasat.com](mailto:pbalaam@asiasat.com)

Winnie Pang, Manager, Corporate Affairs  
Tel: (852) 2500 0880  
Email: [wpang@asiasat.com](mailto:wpang@asiasat.com)



B4U broadcasts high quality Bollywood films and movies via AsiaSat 7 in Asia Pacific