

**MEDIA RELEASE**

**AsiaSat provides live television coverage of Rio 2016**

**Hong Kong, 5 August 2016** – Starting from today’s opening ceremony and continuing non-stop until the closing of the Olympic Games on 21 August, Asia’s premier satellite operator Asia Satellite Telecommunications Co. Ltd. ([AsiaSat](#)) will be providing multiple transponders on AsiaSat 5 along with uplinking services to deliver live Olympic TV coverage to right holders in the Asia-Pacific.

“This is the most watched global sports event in the world. We are pleased to continue to support our clients in delivering the Olympics to our vast Asian audience. Broadcasting this live global event via satellite is the most cost effective way to ensure the highest quality viewing experience. We look forward to watching the Games!” said Sabrina Cubbon, Vice President, Marketing and Global Accounts of AsiaSat.

More than 11,000 athletes from over 200 countries and regions will take part in Rio 2016. Rio is the first South American city to host the Olympic Games, with Golf rejoining the Games after 112 years and Rugby Sevens being included for the first time.

AsiaSat has over 25 years of experience in providing distribution services to broadcasters and video service providers for live sports coverage, from the 1990 Asian Games in Guangzhou, China to the more recent FIFA World Cup Brazil, Winter Olympics, Commonwealth Games and major European football tournaments in HD and UHD formats.

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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. 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 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)

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AsiaSat delivers live TV coverage of Rio 2016, including the opening and closing ceremonies at Maracanã Stadium, Rio de Janeiro, Brazil

