



## **MEDIA RELEASE**

### **AsiaSat and JIB expand partnership to broadcast NHK WORLD TV HD and SD on AsiaSat 7**

**Hong Kong, 29 June 2016** – Asia Satellite Telecommunications Co. Ltd. ([AsiaSat](#)) and Japan International Broadcasting Inc. ([JIB](#)) today announced a major expansion of their partnership. From 1 July, JIB will use AsiaSat 7 to broadcast NHK WORLD TV HD, an English language news and lifestyle TV network, and for the continued distribution of its SD channel in the Asia-Pacific.

“Since our SD service launch on AsiaSat in 2009, AsiaSat has proved to be our insightful and dependable partner in Asia and has done an excellent job in helping us to expand our penetration. Our new HD service will bring a brand new viewing experience of high quality news and entertainment content to home viewers and travellers in Asia,” said Yoshihiko Shimizu, President and CEO of Japan International Broadcasting Inc.

“Introducing an HD service is a strategic and competitive move of all leading broadcasters to attract new audience and satisfy existing viewers’ changing appetite for enhanced picture and sound quality. We are proud of JIB’s decision to choose AsiaSat once again to support this exciting expansion of their HD service in Asia. We look forward to continuing to contribute to NHK WORLD TV’s success in the region with our industry leading audience penetration and market knowledge,” said Sabrina Cubbon, Vice President, Marketing and Global Accounts of AsiaSat.

NHK WORLD TV’s 24-hour programming cycle includes its signature news show, “NHK NEWSLINE”, and a wide selection of technology, lifestyle and entertainment programs, including “great gear”, “TOKYO FASHION EXPRESS”, “Dining with the Chef”, “SPORTS JAPAN” and “Journeys in Japan”. In addition, the channel offers an assortment of groundbreaking documentaries and specials, including “Asia Insight”, “Inside Lens” and “NHK Documentary”.



NHK WORLD TV HD/SD channels are available free-to-air on AsiaSat 7 (105.5°E) with the following reception parameters:

Reception Parameters	NHK WORLD TV HD	NHK WORLD TV SD
Transponder	C12V	C7H
Downlink Frequency	4100 MHz	3880 MHz
Downlink Polarisation	Vertical	Horizontal
Transmission Standard	DVB-S2	DVB-S
Compression Standard	MPEG-4	MPEG-2
Modulation	8PSK	QPSK
Symbol Rate	29.72 Msym/sec	27.5 Msym/sec
FEC	5/6	3/4

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**About JIB**

Japan International Broadcasting Inc. (JIB), a subsidiary of NHK, is responsible for the worldwide distribution of NHK WORLD TV as well as the Japanese language channel NHK WORLD PREMIUM. Currently, the two channels are broadcast around the world on three international plus domestic satellites in their respective markets and reach households, hotels and others via DTH, cable, IPTV and terrestrial broadcast. For more information, please visit [www.jibtv.com](http://www.jibtv.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 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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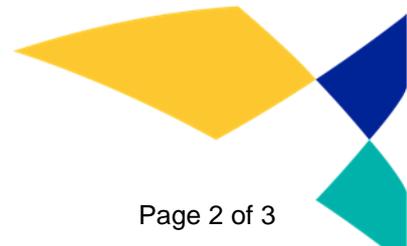
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AsiaSat 7 broadcasts NHK WORLD TV HD's 24-hour programming including its signature news show "NHK NEWSLINE" in the Asia-Pacific