



## **MEDIA RELEASE**

### **AsiaSat to Broadcast the 2014 Asian Games**

**Hong Kong, 18 September 2014** – Asia’s leading satellite operator Asia Satellite Telecommunications Company Limited (AsiaSat) will provide transponder capacity to Globecast and ktsat to support live coverage of the 2014 Asian Games.

The 2014 Asian Games, featuring 439 events in 36 sports will be held in Incheon, South Korea from 19 September to 4 October. AsiaSat will supply C-band capacity on AsiaSat 4, AsiaSat 5 and AsiaSat 7 for television feeds, enabling viewers to watch the Games on TV or real-time on their mobile devices.

William Wade, President and Chief Executive Officer of AsiaSat said, “The 2014 sports calendar has been one of the busiest and most exciting for AsiaSat. Following the Winter Olympics in Sochi and the 2014 FIFA World Cup in Brazil, we are proud of the key role AsiaSat will play in broadcasting the 2014 Asian Games across the Asia-Pacific region.”

Back in 1990 when China hosted the 11th Asian Games in Beijing, AsiaSat provided capacity on the company's first satellite AsiaSat 1, for telecasting China's first large-scale international sports event. “With the region-wide coverage of our growing fleet and our ubiquitous access to all leading free-to-air TV broadcasters and pay-TV platforms, we are confident that our service quality and reliability will provide a fantastic viewing experience to viewers across Asia.” Wade added.

#### ***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 7 and the newly launched AsiaSat 6 and AsiaSat 8. The AsiaSat satellite fleet provides services to 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 telecommunications operators and end users services such as private VSAT networks and broadband multimedia. AsiaSat’s next satellite, AsiaSat 9 on order from the manufacturer is planned to be launched in 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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