



Bright Lights Media selects Globecast and MEASAT for Media Management, Playout and Distribution Services

Singapore, 17 June 2015 — Globecast today announced that it has been selected by Bright Lights Media to provide a comprehensive suite of services for the launch of 'Simply Money', a new High Definition pay-TV channel in Southeast Asia. Producing locally relevant high-quality personal finance-lifestyle content, Simply Money will also acquire premium world class programming from around the world, carefully selected for viewers in Southeast Asia.

Globecast is supplying Simply Money with an end-to-end media management solution from its media centre in Mediapolis, Singapore. The solution includes fully managed playout, content preparation and quality control. Globecast is also providing regulatory compliance review and editing to ensure that content is compliant with regulatory requirements for distribution across Southeast Asia.

The HD channel is being carried on the MEASAT-3 satellite, the premier satellite for HD channel distribution across the wider Asia Pacific region. MEASAT-3 is co-located with MEASAT-3a and MEASAT-3b at 91.5°E, creating Asia's most vibrant and robust video hotslot.

Simply Money launches first in the Philippines with plans to roll out more widely across Southeast Asia in the coming months.

Anshuman Misra, CEO of Bright Lights Media says, "We are very pleased to engage with Globecast, using a range of its services to ensure both high-quality output as well as a cost-effective result. Globecast has a clear understanding of what we are trying to

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achieve and has helped us to develop our content management and playout and distribution plans.”

Yew Weng Soo, Managing Director of Globecast Asia, says, “This deal reinforces Globecast’s position as the complete media services company with our highly evolved global expertise across the content and channel preparation sectors. This sits alongside our long-established playout and distribution services and we’re very pleased that Simply Money has selected us.”

Jarod Lopez, Vice President – Broadcast Sales, MEASAT, says, “We are pleased to partner with Globecast in the distribution of Simply Money, which further strengthens MEASAT’s HD bouquet at 91.5°E. The 91.5°E video hotspot leads Asia with more than 60 distributed HD channels.”

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About Globecast

Globecast opens up global opportunities in broadcasting by making content distribution and management simple. Part of the Orange group, Globecast delivers tailored content management and delivery solutions to meet the needs of markets all over the world. For channels, Globecast provides media management and playout solutions as well as global content delivery via fibre, satellite, and IP. Through its fleet of SNG vehicles and production partners, the company also provides coverage of news, sports, and special events around the globe. Globecast has capacity on all the world’s major broadcast satellites, a three-continent proprietary fibre network and state-of-the-art facilities in the world’s biggest media hubs. Finally, Globecast has a content aggregation and distribution team that helps secure distribution on leading Pay TV platforms. Present in Europe, the Americas, the Middle East, Asia, Africa and Australia, Globecast offers simplicity, flexibility, and knowledge to the world’s leading broadcasters.

About MEASAT

MEASAT is a premium supplier of satellite communication services to leading international broadcasters, Direct-To-Home (DTH) platforms and telecom operators. With capacity across six (6) communication satellites, the company provides satellite services to over 150 countries representing 80% of the world’s population across Asia, Middle East, Africa, Europe and Australia.

The MEASAT fleet includes the state-of-the-art MEASAT-3, MEASAT-3a and MEASAT-3b satellites co-located at 91.5°E, supporting Asia's premium DTH and video distribution neighbourhood; MEASAT-2 at 148.0°E; and, MEASAT-5 at 119.5°E. In Africa, the AFRICASAT-1a satellite at 46.0°E provides satellite capacity across the African continent with connectivity to Europe, the Middle East and South East Asia. The MEASAT fleet will be further strengthened with the addition of MEASAT-3c at 91.5°E in 2016 and MEASAT-2a at 148.0°E in 2017.

Leveraging facilities at the MEASAT Teleport and Broadcast Centre, and working with a select group of world-class partners, MEASAT also provides a complete range of broadcast and telecommunications solutions. Services include ultra high definition, high definition and standard definition video playout, video turnaround, co-location, uplinking, broadband and IP termination services. For more information, please visit www.measat.com.

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