

**MEDIA RELEASE**

## **AsiaSat and Globecast distribute Russian Language “RTR-Planeta Asia” on AsiaSat 5**

**Hong Kong, 14 July 2017** – Asia Satellite Telecommunications Company Limited ([AsiaSat](#)), Asia’s leading satellite operator, and global media solutions provider [Globecast](#), have reached an agreement to deliver “RTR-Planeta Asia” to viewers via AsiaSat 5. The deal continues expanding the exposure of Russian-language programming available in the Asia-Pacific region.

Russian television channel RTR-Planeta strengthens its reach across Asia through a new partnership with Globecast for content management services and AsiaSat for Asia’s most popular international satellite TV platform. An international service owned by the Russian state television and radio broadcaster VGTRK, RTR-Planeta Asia provides cultural and prime time news, sports, movies and documentary films.

The new agreement demonstrates AsiaSat 5’s extensive coverage and powerful penetration across Asia and Australasia are well recognised by international broadcasters. The satellite operator is gathering momentum in further expanding its Russian TV neighborhood, serving Russian-speaking viewers residing across the Asia-Pacific region.

Globecast is providing RTR-Planeta with complete distribution services to the channel via this deal, including across Asia-Pacific, Europe and North America, building upon Globecast and RTR’s longstanding relationship, which began in 2003.

Vladimir Zhdanov, Senior Legal Advisor Media at RTR-Planeta says: “With the sheer volume of programming we offer, we need technology partners that deliver faultless services, and there is no better choice for this project than Globecast and AsiaSat. Through our partnership with them, we can now deliver our content further across Asia, without hassle or worry.”

Biliana Pumpalovic, General Director at Globecast in Russia says: “We have a very well established relationship with AsiaSat and this deal is another example of the benefits to broadcasters that this brings. We also have significant reach across the Russian market, working with a variety of channels. We are very pleased to see this expand even further with our increased partnership with RTR-Planeta, providing it with great reach across Asia to Russians living there.”

Barrie Woolston, Chief Commercial Officer of AsiaSat, says: “Our ever strengthening partnership with Globecast continues to deliver quality solutions for broadcasters in the Asia-Pacific, and we are very pleased to once again expand our service to the Russian-speaking community across the region with the new delivery of RTR-Planeta Asia on AsiaSat 5.”

“RTR-Planeta” is available free to air on AsiaSat 5 with the following reception parameters:

Orbital Location: 100.5°E

Transponder: C6H

Downlink Frequency: 3840 MHz

Downlink Polarisation: Horizontal

Transmission Standard: DVB-S2

Compression Standard: MPEG-2

Modulation: 8PSK

Symbol Rate: 29.72 Msym/sec

FEC: 5/6

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### ***About RTR-Planeta***

RTR-Planeta is the international service of VGTRK. RTR, a state-owned broadcaster in Russia, with more than 10-year history of international distribution all over the world. It is available throughout the world via satellite. RTR is concerned to deliver the favorite content from motherland to Russian viewers wherever they live to help them to be in touch with their original country and nationality. Being based on the most viewed channel in Russia in 2016, RTR-Planeta is attractive for Russian community all over the world as well as for people from all continents keen on the great Russian culture and for those who would love to learn the Russian language.

### ***About Globecast***

Globecast helps customers to manage their content and make it available wherever required, by anyone required. The company provides agile and seamless content acquisition, management and distribution services globally, constantly innovating and investing in new technologies to create customer-centric new services. Globecast has created the number one global hybrid fibre and satellite network for video contribution and distribution. It delivers any type of video service including: TV Everywhere OTT, satellite, cable, video-on-demand and CDN delivery using cloud-enabled media solutions. It supplies Content Acquisition, Aggregation and Distribution (CAAD) services to over 100 networks worldwide that are distributed via multiple platforms. The company remains the trusted partner for global coverage and international delivery of news, sports, and special events around the globe. Customers enjoy a seamless global experience from 12 interconnected Globecast-owned facilities, including Los Angeles, London, Singapore, Paris, Rome, and Johannesburg. [www.globecast.com](http://www.globecast.com) | [LinkedIn](#) | [Twitter](#)

### ***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 is planned to be launched in late 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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