

Press Release

Globecast provides 4K feeds for the Opening and Closing ceremonies of 29th Summer Universiade Taipei 2017

Paris, 24th August 2017 — Globecast, the global solutions provider for media, has been chosen to broadcast the Opening and Closing ceremonies of the 29th Summer Universiade Taipei 2017, being held in Taipei, Taiwan. The signals, being broadcast in 4K UHD HEVC format, are available in Asia via AsiaSat 5, Europe via Eutelsat, and North and South America via Intelsat 34. With this transmission, Globecast's expertise in UHD transmission has been extended to the Asia region with new, UHD-capable SNG, a UHD-trained crew and UHD-ready MCR in Singapore.

The 29th Summer Universiade, running from the 19th to 30th of August, is an international sporting and cultural event staged biennially. The Universiade includes 21 competitive sports as well as one demonstration sport throughout 12 days of competition, attended by talented youth athletes from around the world.

Amos Lim, Senior Director of Sales at Globecast, commented, "The vividness of 4K production and the brilliance of the definition truly represent the passion, vitality, hope and confidence of this generation. It's an honour to be trusted by broadcasters with the delivery of such an important event, as they know there will be absolutely no compromise on quality."

Barrie Woolston, Chief Commercial Officer at AsiaSat said, "We highly appreciate our longstanding relationship with Globecast, who are experts in delivering true value to their clients and their audiences. Partnering with them will further build upon our strength in delivering high-quality leading-edge 4K live sports coverage."

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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 110 networks.

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 at the end of September 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 | [LinkedIn](#) | [Facebook](#) | [Mobile App](#)