



ABS Contact:  
Penny Hill  
Asia Broadcast Satellite  
Tel: +65 8189 8835  
Email: [penny@absatellite.net](mailto:penny@absatellite.net)



Eurovision Contact:  
Peter Vickers  
Eurovision Operations  
Tel: +41 22 717 2866  
Email: [vickers@eurovision.net](mailto:vickers@eurovision.net)

## PRESS RELEASE

### ASIA BROADCAST SATELLITE AND EUROVISION TRANSMIT “LIVE” THE 2008 OLYMPICS FROM BEIJING TO EUROPE

Hong Kong, Aug 2008 - Asia Broadcast Satellite (ABS), one of Asia's premier satellite operators, has been selected by Eurovision, the premier distributor of sports and news content for the world's top broadcast and media platforms, as its satellite broadcast partner for the 2008 Olympic Games in Beijing. ABS will provide two C-band transponders on its ABS-1 satellite for Eurovision's live transmissions from Beijing throughout the month of August.

“Eurovision has over 50 years of experience in putting live sports programming exactly where broadcasters and federations want it, in a seamless, reliable and cost-effective way. We are delighted to work with ABS for this vital leg in our worldwide video network. ABS consistently delivers us highly reliable and secure services, which are critical for our operations.” said Stefan Kuerten, Director of Eurovision Operations.

“ABS-1 will be an essential part of our transmission network for the Olympic Games by transporting live High Definition events from the Olympics in Beijing, China, for distribution in Europe. We will uplink to ABS-1 from Beijing and downlink directly in Europe in a single hop, lowering our costs and improving reliability for this premier event,” said Paulo Pusterla, Eurovision's Head of Strategy and Business Development.

“ABS is extremely excited to be selected by Eurovision as part of their critical delivery solution for one of the world's most prestigious sporting events,” said Tom Choi, CEO of ABS. “At 75°East, ABS-1 is strategically located for interconnecting Asia and Europe, making it the ideal choice for direct transmission of live sports, news, and entertainment where service reliability and low latency are critical.”

ABS offers occasional service uplink, downlink, and fiber interconnection from gateway teleports in Hong Kong and Munich, Germany, as well as various services from partners' teleports around Asia, the Middle East, and Europe. The wide C-band coverage on ABS-1 allows direct uplink and downlink of signals from as far west as France and as far East as Guam.

2-2-2

### **About Asia Broadcast Satellite**

Asia Broadcast Satellite (ABS) is one of Asia's most valued and premium satellite operators. Located at 75°E, ABS-1 connects 4/5<sup>th</sup> of the world's population covering all of Asia, the CIS region, the Middle East, most of Africa and Eastern Europe.

Leveraging its extensive coverage and operating state of the art, redundant teleport facilities in both Hong Kong and Germany, ABS is able to strategically and effectively offer a broad range of End-to-End solutions including CATV distribution, Direct to Home, Cellular

Backhaul, VSAT and Internet Backbone services with diverse IP transit through its European and Asian internet gateways. ABS currently host over 90 channels on ABS-1, making it as one of the fastest growing and top satellite distribution platform for CATV distribution in the Indian Ocean Region.

ABS will expand its presence with the launch of its second satellite (ABS-2) in 2010 and will continue to expand its coverage and business worldwide.

For more information, please visit the Company's website at [www.absatellite.net](http://www.absatellite.net)

### **About Eurovision**

Eurovision is a department of the European Broadcasting Union (EBU), the largest association of national broadcasters in the world. Eurovision operates a global fibre and satellite platform dedicated to the delivery of top sports and news events to the international broadcast and media market. A community of more than 3000 broadcasters around the world is directly connected to the Eurovision platform.

For further information please contact: [marketing@eurovision.net](mailto:marketing@eurovision.net)

###