



## **MEDIA RELEASE**

### **AsiaSat selected by NTV to broadcast five Nepali HD channels on AsiaSat 7 Expanding TV program distribution locally and internationally**

**Hong Kong, 13 July 2023** – Asia Satellite Telecommunications Co. Ltd. ([AsiaSat](#)), Asia’s premier satellite solutions provider, announced that Nepal Television ([NTV](#)), Nepal’s state broadcaster has selected AsiaSat 7 to distribute a bouquet of five High Definition (HD) Nepali channels to serve audiences both nationally and across Asia and Oceania.

These five television channels, which are free-to air, include general entertainment channels ‘NTV’ and ‘NTV Plus’, and news channels ‘NTV News’, ‘NTV Kohalpur’ and ‘NTV Itahari’.

This collaboration marks a major milestone in AsiaSat’s extension of broadcast services in Nepal. The high-powered coverage of AsiaSat 7 will support NTV’s service expansion in the remote mountainous regions, demonstrating the power of satellite in connecting the unconnected with a variety of top-watched entertainment programmes, timely news and information. NTV can also leverage AsiaSat 7’s strongest South Asian channel neighbourhood and exceptional audience access to reach out to overseas audience including millions of Nepali people working and residing across the region.

“We are proud to be a partner of choice for Nepal Television to support their service expansion to a broader Nepali community across the country and abroad. We look forward to working closely together with NTV to deliver high-quality programming that will contribute to enhancing the social wellbeing of their people through free access to entertainment and news, and to achieving unprecedented growth and success on the international stage,” said Roger Tong, Chief Executive Officer of AsiaSat.

‘NTV’, Nepal Television’s flagship channel, is the oldest national terrestrial television channel and one of the most-watched television channels in Nepal that offers a unique blend of entertainment, news and information programmes. ‘NTV Plus’ is NTV’s second entertainment channel launched for the youth audience, whereas ‘NTV News’ and regional channels ‘NTV Kohalpur’ and ‘NTV Itahari’ broadcast news, public and economic affairs content from their own facilities in Kathmandu, the western and eastern regions of Nepal namely, Kohalpur and Itahari.

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### **About Nepal Television**

Nepal Television (NTV) is Nepal's state-owned broadcasting organisation, running five High Definition (HD) channels with 'NTV' launched in 1985, 'NTV Plus' in 2003, 'NTV News' in 2014, 'NTV Kohalpur' in 2016 and 'NTV Itahari' in 2020. Besides broadcasting nationwide via digital terrestrial system, NTV's bouquet of channels can also be watched via satellite, online and mobile app. For more information, please visit <https://ntv.org.np/>

### **About AsiaSat**

Asia Satellite Telecommunications Company Limited (AsiaSat) offers reliable satellite connectivity, media and data solutions to customers in the broadcast, telecom and mobility sectors through its fleet of six in-orbit satellites – AsiaSat 4, AsiaSat 5, AsiaSat 6, AsiaSat 7, AsiaSat 8 and AsiaSat 9, and teleport infrastructure. From content distribution to headends, telcos, DTH, DTT platforms; Occasional Use; to One Click Go Live streaming service; IP-based, hybrid OTT service; hosting services; cutting edge VSAT solutions serving aviation, maritime, mobile backhaul, AsiaSat helps bridge the digital divide, aiming to be the foremost satellite solutions provider and an instinctive partner of choice in the Asia-Pacific. For more information, please visit [www.asiasat.com](http://www.asiasat.com) | [LinkedIn](#) | [Facebook](#) | [Twitter](#) | [Youtube](#) | [Mobile App](#)

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Roger Tong, CEO of AsiaSat (left) shaking hands with Samir Jung Shah, Executive Chairman of Nepal Television, signifying an important milestone in AsiaSat's extension of broadcast services in Nepal



Rajdeepsinh Gohil, Senior Sales Director – Middle East, Central & South Asia of AsiaSat (fourth from the right) with the representatives of Nepal Television (NTV) at the contract signing ceremony held at NTV's office in Kathmandu

