

# ASIASAT : 'ONE CLICK GO LIVE'

*AsiaSat takes a strategic stake in leading live streaming service 'One Click Go Live'*

Asia Satellite Telecommunications Company Limited (AsiaSat), Asia's premier satellite solutions provider, has acquired a strategic stake in One Click Go Live Limited (formerly known as HERMES Live Technology Limited), a company incorporated in Hong Kong and specialised in video live streaming services and solutions.

"I am excited to announce a strategic investment in 'One Click Go Live', which will be an excellent complement to AsiaSat's growing portfolio of video services to meet new and evolving customer demands in the digital age. This once again confirms our commitment in

creating synergies and augmenting our capability in delivering the most diverse and innovative video solutions that will benefit our customers," said Roger Tong, Chief Executive Officer of AsiaSat.

"Accelerating digital transformation has changed the way people consume contents and thus the way broadcasters and corporates connect to their audiences. Global live

streaming from 'One Click Go Live' will offer our customers the flexibility to expand into the rapidly growing direct-to-consumer business model, especially in micro markets with good terrestrial infrastructure. Nevertheless, our core satellite-based services will remain the most reliable and cost effective solution for clients to reach a broader, 'macro-level' segment of great diversity such as the Asian markets

countries, reaching an audience of more than 20 million. 'One Click Go Live' also offers customised low latency live streaming solutions, which are particularly ideal for broadcasting content types such as sports streaming, live auctions, allowing viewers to watch the events on any devices in close to real-time. 'One Click Go Live' can be offered independently or as part of AsiaSat's end-to-end media solution offerings to its bluechip full time and occasional use customers for linear TV and occasional feed distribution.

The extensive client portfolio of 'One Click Go Live' has included customers from

entertainment and media sectors serving mega-events such as concerts, award presentations and sports matches; enterprise and business clients for conference and education events such as global meetings and summits, auctions, webinars and workshops; corporate activities from shareholder meetings, town hall meetings to recruitment and staff training. ■

which have included some of the world's most unconnected and hard-to-reach regions," added Tong. 'One Click Go Live' offers video live-streaming solutions that provide professional, broadcast-grade video streaming for live events. Its stable and scalable platform, built on patented video technologies, has delivered more than 300 live events across a geographical footprint of over 50



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