



**For Immediate Release**

## **CASBAA cheers C-band call**

**Hong Kong, 26 November 2007** – The Asia Pacific pay-TV industry has greeted an International Telecommunication Union (ITU) decision on the preservation of C-band spectrum for satellite TV services in Asia as “a long-awaited positive outcome on a contentious issue”.

According to the Cable & Satellite Broadcasting Association of Asia (CASBAA), the November 16th decision taken in Geneva, Switzerland by the United Nations-led ITU World Radio Conference (WRC) recognized the central role that broadcasting -- and in particular pay-TV services -- plays within the Asian communications market.

While acknowledging the new development of terrestrial Wimax broadband services as important, the WRC meeting concluded that the uninterrupted use of C-band in Asia was essential to preserve quality broadcast communications. The WRC also gave Asia Pacific satellite system operators assurances that any future IMT (International Mobile Telecommunications) networks will be fully protected from interference.

“The interference-free operation of C-band satellite services is essential for mainstream satellite TV and cable TV platforms, mobile communications, Internet delivery and disaster recovery communications,” said Simon Twiston Davies, the CEO of CASBAA, which represents 128 Asia Pacific satellite and cable TV providers across Asia.

Long-term and detailed trials have shown that the operation of wireless systems such as Wimax within the range of 3.4 - 4.2 GHz C-band spectrum have repeatedly “wiped out” the ability of satellites to function across the entire band and caused the widespread disruption of transmission signals.

The landmark decision by 191 UN member states at the WRC will now allow for further development of new markets and services for satellite services.

“This much welcomed international endorsement provides our industry the assurance of a secure future for much anticipated market growth and services developments in the years to come,” said Twiston Davies. “This positive outcome demonstrates the serious recognition of the importance of C-band for the broadcasting industry and satellite operators,” he added.

### **About CASBAA – [www.casbaa.com](http://www.casbaa.com)**

The Cable & Satellite Broadcasting Association of Asia (CASBAA) is an industry-based advocacy group dedicated to the promotion of multi-channel TV via cable, satellite, broadband and wireless video networks across the Asia-Pacific. CASBAA represents some 128 Asia-based corporations, which in turn serve more than three billion people. Members include AETN International (History Channel), Asia Broadcast Networks, Asia Broadcast Satellite, AsiaSat, Astro, Australia Network, Bloomberg Television, Chunghwa Telecom, Discovery Networks Asia, Genesis Networks, Granada International/ITV Worldwide, HBO Asia, Intelsat, Macquarie Group, MediaFLO Technologies, Motorola, MTV Networks Asia Pacific, Nokia, now TV, PricewaterhouseCoopers, SES New Skies, Sony Pictures Television International, STAR Group, Sun Microsystems, TrueVisions, Turner International Asia Pacific, Walt Disney Television International, Chello Zone, Al Jazeera, Amarchand Mangaldas, Asian Food Channel, BBC Global Channels Asia-Pacific, Celestial Movies,

Deutsche Welle, ESPN STAR Sports, Hallmark Channel, GMA Network Inc., GroupM, HiT Entertainment, Hong Kong Cable TV, Irdeto, KDB Skylife, Lovells, Measat, MGM Networks, Microsoft Corporation, Minter Ellison, National Geographic, Network18, Paul Weiss, Playboy TV, ProtoStar, Providence Equity Partners, PT Direct Vision, SAT-GE, Tandberg Television, Tata Sky, TBN, Ten Sports, TFN Media, TimeWarner, TV5MONDE, Viaccess and Zee TV.

**For enquiries, please contact:**

**CASBAA**

Helen Shek / Carmen Mak  
Marketing Communications  
Tel: +852 2854 9943  
Fax: +852 2854 9530  
Email: [pr@casbaa.com](mailto:pr@casbaa.com)