



## MEDIA RELEASE

### AsiaSat acquires Lightning International

#### Expands service to provide additional content distribution and media solutions

**Hong Kong, 20 June 2023** – Asia Satellite Telecommunications Co. Ltd. ([AsiaSat](#)), Asia's premier satellite solutions provider, has announced its 100% acquisition of Lightning International Limited, the content distribution and media solutions company based in the UK and Hong Kong. The addition of Lightning into the AsiaSat family is a strategic move to expand the company's services and extend its clients' reach to global audiences through traditional and new distribution platforms including OTT and FAST.

"I am excited to announce this investment in Lightning in order to strengthen AsiaSat's capabilities in channel distribution and provide customers with end-to-end B2B and B2C media solutions," said Roger Tong, Chief Executive Officer of AsiaSat. "We welcome the experienced and talented team from Lightning joining us, and integrating their expertise and business connections as part of our transformation efforts."

With over 12 years of distributing TV channels and programme content to worldwide audiences via TV stations, pay TV operators and streaming platforms, Lightning represents producers, channels and other media businesses from Europe, Asia and around the world, and provides advice on a wide range of content and media solutions. Combining Lightning's expertise in content distribution with AsiaSat's all-embracing satellite and IP-based distribution capabilities will enable both companies to deliver customised solutions including content aggregation and playout, channel distribution and affiliate management.

"We are thrilled to join forces with AsiaSat and bring our experience in TV content distribution and solutions into the company," said James Ross, Founder & Chief Executive Officer of Lightning. "We believe our combined strengths will enable us to grow stronger together, through the synergies between us."

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#### **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](#)



***About Lightning International Limited***

Lightning International is a content and media solutions company, with special emphasis on the Asia-Pacific region. Lightning currently represents and serves a number of linear TV channels including Action Hollywood Movies, Docsville, GB News, Kartoon Channel!, Liverpool's LFC TV, Pet Club TV, Pulse TV, TRACE Urban, TRACE Sports Stars, TRACE Latina, TRACE Caribbean, and the classic pop music channels NOW 70s, 80s and 90s. Lightning also licenses a full catalogue of programming, both as finished shows and formats. For more information, please visit [www.lightninginternational.net](http://www.lightninginternational.net)

***Media Contact:***

Winnie Pang, Manager, Marketing Communications, AsiaSat | Tel: +852 2500 0880 |  
Email: [pr@asiasat.com](mailto:pr@asiasat.com)

Amanda Yang, General Manager, Lightning International | Tel: +852 9400 2605 |  
Email: [amanda@lightninginternational.net](mailto:amanda@lightninginternational.net)

