



For immediate release

## **CABLE TV • APT Conduct Joint Satellite Signal Up-linking Ceremony**

*(Hong Kong, September 6, 2004)* Preparations for satellite broadcast to expand CABLE TV's coverage practically to the entirety of Hong Kong entered the final lap today (Monday) as programme signals of CABLE TV channels were up-linked to the APSTAR V satellite.

The occasion was marked by an Up-linking Ceremony conducted jointly by Hong Kong Cable Television Limited and APT Satellite Holdings Limited at the satellite company's headquarters in Tai Po.

Officiating the Up-linking Ceremony were CABLE TV's Executive Director, Cable Subscription Services, Mr. Eric Lo, and the Executive Director & Vice President of APT Satellite Holdings Limited, Mr. Cui Xin Zheng. Programme signals were up-linked as Mr. Lo and Mr. Cui pushed a lever simultaneously.

Signal up-linking enables CABLE TV and APT to conduct full-swing trial broadcast to households in the next few weeks in preparation for the full launch of satellite broadcast targeted for later this month, when regulatory approval by the Government are expected. Interested parties who wish to participate in the trial can call 1832888 for details.

Speaking at the ceremony, Mr. Lo said: "When launched, the satellite service will serve viewers not currently served by our fibre or MMDS (Multi-point Microwave Distribution System) network, such as the outlying islands and remote districts."

"The service will have 20-plus channels, including our flagship channels of news, movies and sports as well as the popular satellite news, documentaries and entertainment channels," he said.

“The service is launched in response to views on non-availability of our service in certain parts of the territory. It is a major step towards fulfilling our promise of 100% coverage,” he said.

The service will be carried on the newly-launched APSTAR V satellite, which is a high power satellite equipped with the latest advanced technology of C-band and Ku-band transponders, offering broad footprints covering Asia Pacific region.

“We are pleased to have CABLE TV onboard APSTAR V that gives us the opportunity to partner with a top tier organization. We will provide the most superior satellite communication and broadcasting services to support the overall success of CABLE TV. We have every confidence that the high powered and versatile APSTAR V would enable CABLE TV to further enhance its viewership and penetration. We sincerely hope it will flourish into a long-term business relationship,” said Mr. Cui Xin Zheng, Executive Director and Vice President of APT Satellite Group.

At the ceremony, CABLE TV presented a set-top box to popular local artiste, Mr. Simon Yam Tat-wah, who is an avid fan of sports programmes. With the new set-top box, Mr. Yam, whose home lies outside our existing fibre and MMDS networks, will now be able to enjoy CABLE TV services via satellite broadcast.

### **About Hong Kong Cable Television Limited**

Hong Kong Cable Television Limited (CABLE TV) is Hong Kong's leading pay television service provider. It is a wholly-owned subsidiary of i-CABLE Communications Limited which is Hong Kong's leading fully integrated communications company that owns and operates one of the territory's two near universal telecommunications networks. It provides pay television and broadband Internet access service, and creates its own multi-media content.

CABLE TV now offers more than 80 locally produced and international channels, providing a wide array of news, sports, movies, documentaries and entertainment programmes.

### **About APT Satellite Holdings Limited**

APT SATELLITE HOLDINGS LIMITED (“APT Group”) is a listed company on both The Stock Exchange of Hong Kong Limited and New York Stock Exchange, Inc.

Having started its operation in 1992, APT Group mainly provides high quality services in satellite transponders, satellite communication and satellite TV broadcasting and telecommunication sectors in Asia, Europe and the United States, and achieves remarkable results.

The Group currently operates three in-orbit geostationary satellites namely APSTAR I, APSTAR IA and APSTAR IIR, through its own satellite control center in Tai Po, Hong Kong. APT Group has launched APSTAR V in June 2004 to replace APSTAR I and is expected to launch APSTAR VI at the end of 2004 / early 2005 to replace APSTAR IA.

#### **About APSTAR V**

APSTAR V, which is a high power satellite built with FS-1300-model of Space Systems/Loral Inc. with 38 C-band and 16 Ku-band transponders, is located at geostationary orbital slot at 138 degree East. Its C-band transponders cover Asia, Australia, New Zealand, the Pacific islands and Hawaii. The Ku-band transponders reach Mainland China, India, Taiwan, Hong Kong and Korea. The satellite will host cable programming, direct-to-home broadcasting, Internet and VSAT services within Asia while providing an inter-connect to the United States. It commenced commercial operation on August 13 with an operational life of 15.3 years

For further information, please contact:

Hong Kong Cable Television Limited  
Mr. Danny Lo  
Tel: (852) 2112 6916  
Fax: (852) 2112 7855  
Email: [dlo@cabletv.com.hk](mailto:dlo@cabletv.com.hk)

APT Satellite Holdings Limited  
Dr. Brian Lo /Miss Genevieve Li  
Tel: (852) 2600 2336 / 2600 2328  
Fax: (852) 2522 0419  
Email: [investors@apstar.com](mailto:investors@apstar.com)