

With access to almost 40 percent of TV homes, Astro is now the leading multimedia broadcaster in Malaysia and is one of the largest multi-channel platforms in Asia.

Astro operates Malaysia's only direct-to-home satellite TV service with access to an estimated 10 million viewers in more than two million homes. Its current offering includes more than 100 TV channels, of which 25 are Astro-branded channels in Malay, Chinese, Indian, and English. It also provides a range of interactive TV content and services.

Malaysia's leading satellite TV service

- 1996:** Launch of MEASAT-1 satellite leads to initial pay-TV broadcasts: 23 TV channels and eight radio channels.
- 1999:** Deployed NDS MediaHighway® middleware.
- 2006:** Began distributing Digital Video Recorders (DVR) equipped with NDS MediaHighway.
- 2007:** Added a variety of new channels. Signed agreement for NDS VideoGuard® conditional access to protect its DTH pay-TV services.
- 2008:** Astro reaches over 2.3 million homes—almost 40 percent of Malaysia's TV households.

NDS services used

MediaHighway® was deployed in 1999 as the operating system for Astro's set-top boxes. NDS provides end-to-end integration and support enabling Astro to seamlessly introduce new services and interactive applications.

Migration to VideoGuard® conditional access was announced in November 2007. The migration is now complete and all 2.3 million legacy Astro set-top boxes were changed without requiring any hardware replacements. Combining VideoGuard with MediaHighway middleware enables Astro to ensure a more secure service and leverage functionality.

This will increase revenues and lead to quicker deployment of new features and services.

NDS DVR solution helps Astro increase both viewer loyalty and its subscriber base. The DVR allows subscribers to take advantage of the latest technologies including navigation tools; the ability to pause, fast forward, and rewind live programs; record one program while watching another and manage content saved to the DVR. They can also record more than 60 hours of content directly to their DVR's hard drive.



Astro offers more than 100 channels

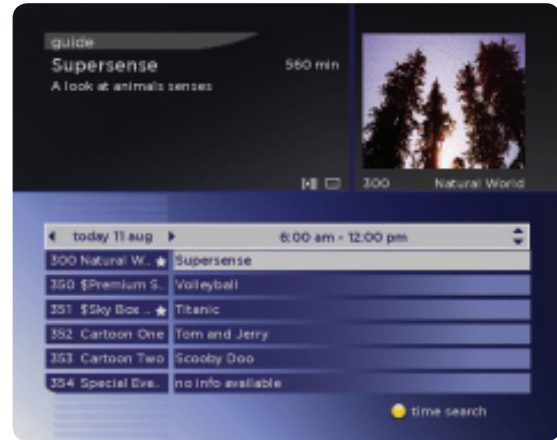
Astro currently has more than 100 TV channels in addition to a variety of pay-per-view and radio stations. It offers multiple service tiers.

Astro Family is Astro's basic pay-TV package. It includes more than 25 channels from the region and around the world.

Astro Premium Channels offer the latest international movies, exclusive sporting events, regional and international entertainment, as well as dramas from Hong Kong-based TVB.

Astro-on-Demand enables viewers in Malaysia to watch the latest TVB Chinese drama serials from Hong Kong the same day and at the same time as they are released in HK. Astro-on-Demand is delivered as a near-video-on-demand service. With over 32 separate TV channels it also enables viewers to choose when they can watch.

Interactive: Creating popular interactive services for a range of devices has led to increased revenue for Astro's digital platform. Services include monitoring the Kuala Lumpur Stock Exchange, ordering on-demand programs, providing enhancement to live sports events, talent shows, and games.



A partner for increasing Astro's pay-TV business

The NDS roadmap is important to Astro—particularly the MediaHighway DVR and future technologies such as mobile, IPTV, and home networking. In a multilingual market like Malaysia, NDS can leverage its experience working with a large, diverse, multilingual customer base.



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