

MEDIA RELEASE

TV5MONDE expands partnership with AsiaSat Adding 'TV5MONDE Pacifique HD' to its TV bouquet on AsiaSat 5

Hong Kong, 27 September 2022 – Asia Satellite Telecommunications Co. Ltd. ([AsiaSat](#)), Asia's premier satellite solutions provider, announced that [TV5MONDE](#) S.A.S., the global television network and leading broadcaster of French language programming, has selected AsiaSat 5 to distribute 'TV5MONDE Pacifique HD' to serve audiences in regions of North East Asia and Oceania. This is a further addition to TV5MONDE's TV bouquet on AsiaSat satellites that includes its general entertainment channel 'TV5MONDE Asie HD' and lifestyle channel 'TV5MONDE Style HD' on AsiaSat 5 as well as 'TV5MONDE Asie SD' on AsiaSat 7.

'TV5MONDE Pacifique HD' is a general entertainment channel which broadcasts TV programmes including cinema & TV series, documentaries, entertainment, sports, current affairs and cartoons. It is available in French language with subtitles in French, English, Japanese, Korean to meet the interest of a diverse range of viewers across the region.

The strong bond between AsiaSat and TV5MONDE started in 1996 with the launch of TV5MONDE's first digital channel for Asia 'TV5MONDE Asie', followed by 'TV5MONDE Asie HD' in 2014 and 'TV5MONDE Style HD' in 2015. Through this close to three decades of successful partnership, TV5MONDE has rapidly expanded its audience penetration in Asia Pacific, now having access to more than 142 million TV households via free-to-air TV networks and pay TV platforms and over 300,000 hotel rooms in 42 Asia-Pacific countries. With the addition of 'TV5MONDE Pacifique HD', TV5MONDE has pledged the distribution of its flagship channels in Asia Pacific on AsiaSat satellites, further demonstrating the client's great confidence in AsiaSat's best-in-class satellite platforms and cost-effective transmission solutions.

"Since our regional launch in 1996, AsiaSat has been a reliable and trustful partner. Over the years, we have built with AsiaSat a strong relationship that ultimately benefits the ones we are working for: our viewers," says Alexandre Muller, Managing Director for Asia-Pacific. "With its extensive satellite coverage and strong neighborhood, AsiaSat has played a key role in TV5MONDE's growing success in the region," he added.



Ina Lui, Senior Vice President, Commercial, Business Development and Strategy of AsiaSat, says, “We have come a long way since we first brought French programming to Asia more than two decades ago. Over these years, our partnership has gone from strength to strength, and we are proud to become an essential part of TV5MONDE’s delivery of four HD and SD channels in the Asia-Pacific. We look forward to continuing our journey and success together while exploring further collaboration opportunities to promote TV5MONDE’s growing presence through presenting the richness and diversity of French culture to Asia-Pacific audience.”

###

About TV5MONDE

Launched in 1984 in Europe, TV5MONDE is the world’s cultural TV network in French. It offers regional and thematic channels as well as online services all over the world. TV5MONDE’s regional channels provide a wide variety of subtitled primetime films and TV-series, in-depth coverage of international news, world-class sports events, high-quality documentaries and discovery magazines. They also present kids’ programmes, cooking and design shows along with exciting game shows. Available in Asia since 1996, TV5MONDE operates three live channels from its regional headquarter based in Hong Kong. Two regional channels - TV5MONDE Asie (for the Indian sub-continent and South-East Asia) and TV5MONDE Pacifique (for North-East Asia and Australasia), as well as dedicated lifestyle channel - TV5MONDE Style HD, 100% subtitled in English, simplified and traditional Chinese. For more information, please visit apac.tv5monde.com

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 | [LinkedIn](#) | [Facebook](#) | [Twitter](#) | [Youtube](#) | [Mobile App](#)

Media Contact:

Karine Schroeder, Head of Marketing & online content, TV5MONDE Asia-Pacific | Tel: +852 2989 6090 | Email: asie@tv5monde.org

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



TV5 MONDE

THE BEST CONTENT IN FRENCH

Subtitled in 7 languages.
Available anytime,
anywhere,
on any device.



Cinema, TV series, Documentaries, Kids, Live sports, Lifestyle, News 24/7... and much more.

AsiaSat distributes TV5MONDE's HD and SD services on AsiaSat 5 and AsiaSat 7

