



## MEDIA RELEASE

### **AsiaSat and Next Step in strategic partnership**

#### **Collaborate on end-to-end content aggregation and distribution of a new Lifestyle HD channel 'Thainess' in Asia Pacific**

**Hong Kong, 26 January 2022** – Asia's premier satellite solutions provider, Asia Satellite Telecommunications Company Limited ([AsiaSat](#)) and Thailand's leading multi-channel operator [Next Step Company Limited](#) have entered into a strategic partnership, bringing together their unique expertise in content aggregation, media management and distribution for the launch of a new lifestyle HD channel '[Thainess](#)'.

In collaboration with Next Step, AsiaSat will provide technical and marketing support to deliver Thainess to the international market, with full vertical integration that combines the power of broadcasting via satellite, and live streaming by AsiaSat's subsidiary [One Click Go Live](#) to further enhance audience reach and drive engagement across different content delivery platforms.

At launch, Thainess will be joining the premium neighbourhood of more than 300 C-band TV channels on AsiaSat 7, and enjoying an unparalleled access to distribution affiliates across a regional network encompassing over 250 million pay TV homes and 500,000 hotel rooms.

Thainess, the international TV service of Next Step, is a lifestyle HD channel broadcasting 24 hours a day in English language. With a vision of presenting a fresh perspective of Thailand to the world, Thainess will take audiences through an amazing journey for a unique experience of the country's people and culture, history and traditions, arts and crafts, food and music while witnessing the breathtaking scenic landscape, nature and wildlife of Thailand with unmatched picture quality.

To celebrate the global launch of Thainess, Next Step will be hosting a ribbon cutting ceremony at Sook Siam, ICONSIAM, a spectacular landmark in Bangkok and the icon of Eternal Prosperity that presents the best of Thainess to the world. Sook Siam at ICONSIAM will be on the ground to showcase Thailand and Thainess on air via AsiaSat to introduce Thailand to the world, with One Click Go Live to enhance audience experience online.



“Thainess is our next major move to expand the soft power from Thailand to the world. This is in line with the country’s strategy to use Thai culture, Thai food and Thai hospitality to create a good perception of Thailand to global citizens. Following the success of our national television service, we are excited to launch our global channel Thainess on AsiaSat 7 to introduce the uniqueness of Thailand to a much wider audience,” said Amornphat Chomrat, Managing Director of Next Step.

“We are delighted to enter into this long-term collaboration with Next Step to support their strategic development in making Thainess the best representation of Thailand in the Asia-Pacific and beyond. We thank Next Step for choosing AsiaSat as their exclusive media service partner for the global launch of Thainess by leveraging one of our most watched satellite TV platforms AsiaSat 7 and our expertise in media management and content distribution to present Thainess – the unique Thai culture and value to the world,” said Ina Lui, Senior Vice President, Commercial, Business Development & Strategy of AsiaSat.

###

#### **About AsiaSat**

Asia Satellite Telecommunications Company Limited (AsiaSat) offers reliable satellite connectivity, media and data solutions to customers in the broadcast and telecom sectors through its core fleet of five in-orbit satellites – 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 Next Step & Thainess**

Next Step is an innovative media and content company in Thailand, aiming to use knowledge to help improve the well-being of Thai people through media. In addition to its DTH television service Good TV, Next Step launches Thainess, a global satellite channel to let people around the world know more about Thailand.

Thainess is the world-class Thai lifestyle HD channel in English language, 24 hours on AsiaSat 7 to showcase the uniqueness of Thailand to the world. This is the accumulation of time, to collect the content, committed to producing the best lifestyle from Thailand, and to create awareness, good values and positive image of Thai Soft Power that help to promote a good image to Thailand.

Thainess channel presents the Thai identity in the format of lifestyle. The audience will go on a journey to meet the people, culture, traditions, Thai food, and see the beautiful nature of Thailand, including Thai entertainment, Thai pop music, and live festivals with different selling points, like no one else. This will bring the pride of Thai people and the nation to the eyes of the world, for people to know more about Thailand in different point of view. For more information, please visit [www.nextstep.tv](http://www.nextstep.tv); [www.thainess.tv](http://www.thainess.tv)

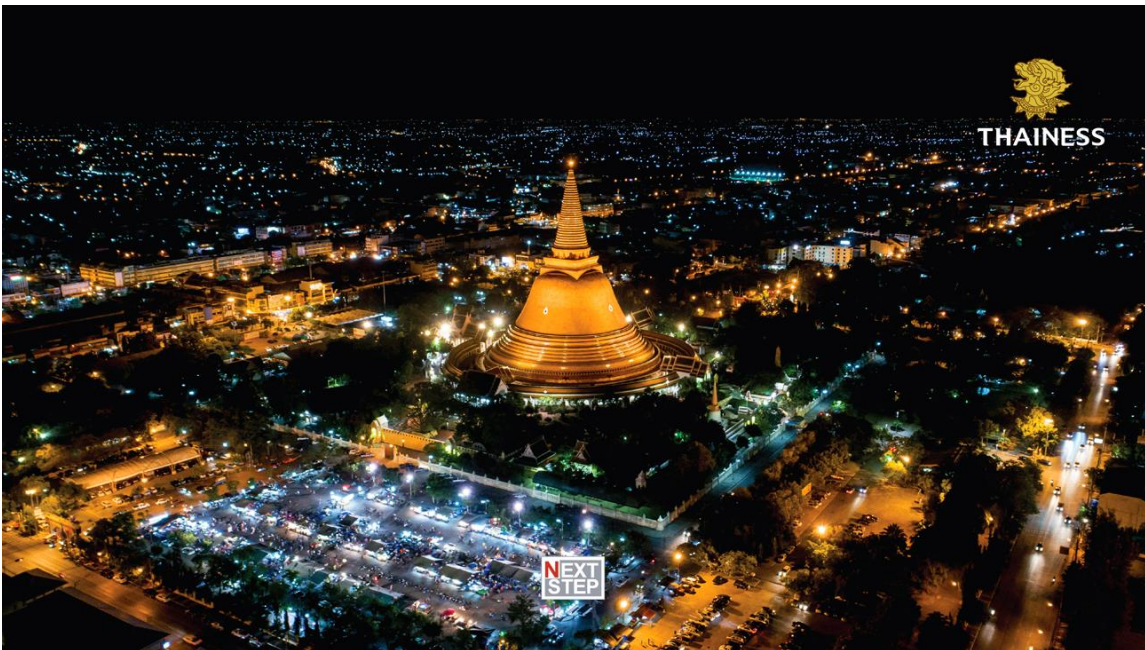
[Click](#) to view Thainess Promo Video



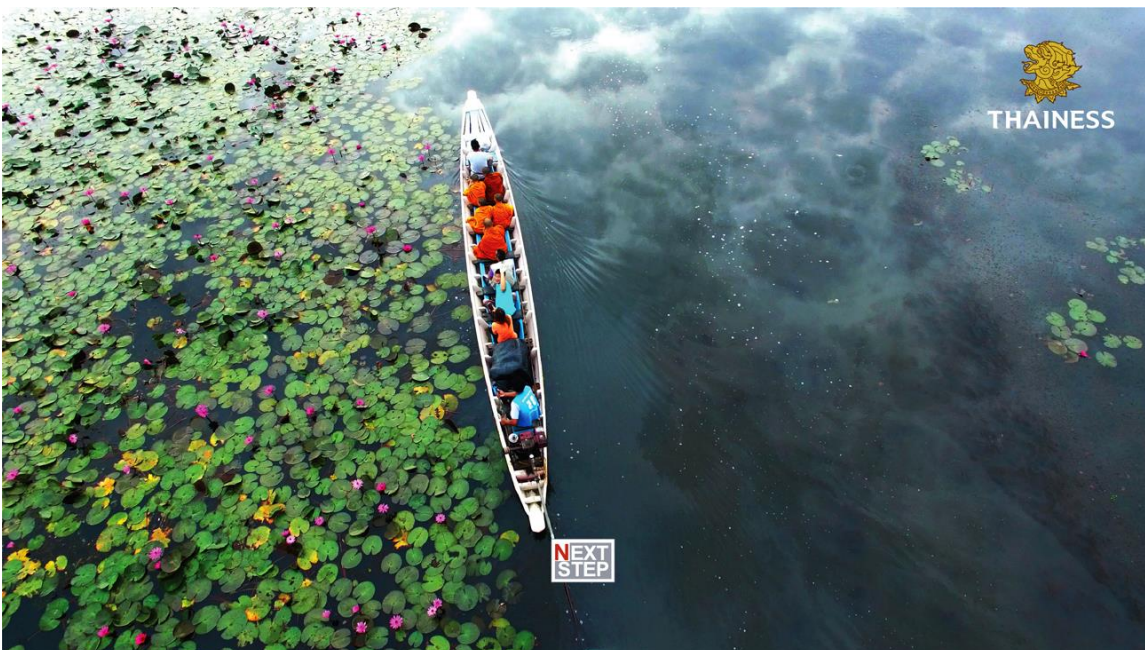
**Media Contact:**

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

Ms. Kanthamaneer Wongsom, Next Step | Tel: +668 1668 7000 | Email: [kanthamaneer@nextstep.co.th](mailto:kanthamaneer@nextstep.co.th)



AsiaSat and Next Step collaborate to deliver Thainess, a new Thai lifestyle HD channel in English language, 24 hours on AsiaSat 7 to present a fresh perspective of Thailand to the world



Thainess, a world-class Thai lifestyle HD channel in English language, broadcasts on AsiaSat 7 to introduce the uniqueness of Thai people, culture, traditions, food and its beautiful nature