

Pilat Media wins MEASAT broadcast contract

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Pilat Media Global PLC

(Pilat Media or the Company)

MEASAT Broadcast Network Systems Sdn. Bhd (Astro),

Malaysian satellite-based Broadcaster, signs up for Pilat Medias IBMS

Pilat Media Global plc (AIM: PGB) the London-based supplier of business management software to broadcasters around the world, today announces the signing of a new contract for the supply of IBMS (Integrated Broadcast Management System) to MEASAT Broadcast Network Systems Sdn. Bhd., which is better known in Malaysia by its trade name Astro, and is Malaysias leading provider of Pay TV services.

Astro will be the 7th pay TV platform joining Pilat Medias 28-strong client-base which includes additional satellite-based broadcasters like BSkyB, Foxtel and Sky Latin America. It is Pilat Medias first major fully Asian client, which can potentially serve as a reference for additional broadcasters in the region.

The contract is for IBMS licences, both the content programming and the advertising sales and traffic parts, including customisation, integration, training and additional implementation support services together worth approximately £1 million. Additional revenues are expected post implementation from long term maintenance and support services. The work on this project commenced back in October 2003, under an interim consultancy agreement, to enable go-live in the first quarter of 2004. IBMS is intended to streamline content acquisition, program scheduling and media preparations for over 40 subscription channels as well as on demand and interactive services and emerging advertising sales operations. As part of the implementation, it will be integrated with the conditional access system of Canal+. With Astro planning to continue growing, IBMS is expected to scale up and accommodate even more channels and new digital services all under the same business management system.

Astro is the largest multi-channel TV platform outside Japan in Asia. It has reached its one millionth subscriber and looking for continued growth. IBMS will be installed at Astros All Asia Broadcast Centre (ABC) in Kuala Lumpur, which is reputedly the largest single digital broadcast and production complex in the world. Astro is a wholly owned subsidiary of ASTRO ALL ASIA NETWORKS plc, a company recently floated on the Kuala Lumpur Stock Exchange.

About ASTRO ALL ASIA NETWORKS plc:

ASTRO ALL ASIA NETWORKS plc, is Malaysias leading cross-media operator specialising in the creation, aggregation and distribution of content across various platforms. It is the sole provider of subscription television services in Malaysia and houses the countrys largest television programme production facility. ASTRO ALL ASIA NETWORKS plc., is the countrys leader in commercial radio, and publishes Malaysias most widely circulated magazine, the Astro Guide. Celestial Pictures owns the worlds largest Chinese Film library and its digitally remastered films are released internationally through video and DVD distribution and the Celestial Movies channel. The strength of these complementary brands has extended into interactive and multi-media services including provision of content for mobile telephony.

For further information:

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Notes to Editors:

Pilat Medias IBMS is a comprehensive software system for managing the business of broadcasting. IBMS integrates and streamlines broadcasters programme content, ad sales and traffic management operations to increase business efficiency. IBMS enables broadcasters to lower operational costs, speed time to market for new revenue streams, and centralise management of key processes. It strengthens cross-departmental collaboration, improves client responsiveness and enables more informed business decisions in real time, creating strategic advantage and delivering a rapid return on investment.

Pilat Media is a five-year old, a 110 strong UK software company, now an independent public company following its successful demerger from Pilat Technologies International and flotation on the Alternative Investment Market of the London Stock Exchange early last year.

The IBMS system was originally developed and successfully implemented by Pilat for BSkyB, to support their fast growing multi-channel programming needs. Pilat Media was established in 1999 to further develop and market the system as a generic product. IBMSs scope was subsequently more than doubled by adding the adverting sales functionality in partnership with Network Ten. Since then Pilat Media has rapidly established itself as a rising force in the market for business management software for broadcasters. Today, Pilat Medias software solutions have been selected by over 25 broadcasters around the world, most of which are outside its UK base. They represent a wide spectrum of operational/business models, organisational size and transmission technologies - digital and analogue, on terrestrial, cable and satellite platforms.

Pilat Media announced its latest contract win only a month ago, a three year £10 million license, development and implementation support deal with Canadas largest private network, CTV Inc., worth over £10 million. In addition to those mentioned above, Pilat Medias clients include BSkyB (UK), five (UK), Fox Kids (Europe), digital media centre (Europe), TVNZ (New Zealand), Network Ten (Australia), Sky TechCo Partners (Latin America), Discovery Communications Inc. (International), National Geographic Channels International (USA), and Playboy Enterprises, Inc (USA)..