

## **Thaicom, Huawei and Starcor Sign MOU for the Development of OTT (Over-the-Top) Broadcasting Service in Thailand**

Nonthaburi, 06 June 2017 – **Thaicom Public Company Limited**—one of Asia’s leading satellite operators and a provider of satellite communications services on an end-to-end basis—announced today that it has signed a memorandum of understanding (MOU) with **Huawei Technologies (Thailand) Co., Ltd.** and **Starcor Media Technologies Limited** for the development of an OTT (Over-the-Top) platform in Thailand.

The companies have partnered to create value-added services for the next generation OTT platform for enterprise, educational, government and telecom sectors in Thailand. Under the agreement the companies agreed to develop content-rich OTT ecosystem services, including TV streaming and video on demand. The creation of this joint OTT ecosystem will benefit telecom operators in Thailand, who will be able to seamlessly integrate the OTT services with their products and deliver their contents to multi-screen devices such as smart TVs, smart phones, tablets and notebooks.

**Patompob Suwansiri, Chief Commercial Officer of Thaicom Public Company Limited.** , said, “We would like to thank Huawei and Starcor for their trust in us to provide the satellite capacity and infrastructure needed to deploy OTT services in the near future in Thailand. We are confident that the partnership with Huawei and Starcor will enable us to continue to provide the satellite capacity needed to fuel the new digital TV ecosystem. The OTT platform represents a new service for Thaicom; it will complement our existing satellite platform and carry it into the new digital era.”

**Robin Lu, Director of Enterprise Business, Huawei Technologies (Thailand) Co., Ltd.** said, “This partnership with Thaicom and Starcor is an example of Huawei’s determination to champion OTT –as-a-services on a worldwide scale. Satellite technology serves as an enabler to unlock the digital ecosystem for new market opportunities such as OTT. Our goal is to equip our customers with the advanced industrial cloud and big data technologies, to provide a powerful, best-in-class OTTaaS platform which combines fast speed and rich media resources with the renowned reliability of Thaicom’s satellite technology. And in turn it will empower Huawei to create a powerful entertainment and educational OTTaaS platform value proposition in Thailand.”

**Ivan Zhang, President and CEO, Starcor Media Technologies Limited,** said, “We are proud to be involved in the development of Thailand’s future digital TV and content ecosystem. Through the cooperation with leading telecom service provider Huawei and leading satellite operator Thaicom, Starcor is able to deliver an unparalleled new entertainment experience.”

Under the MOU, Thaicom shall provide the satellite network connectivity and data center services for Huawei and Starcor. While Huawei will provide the Infrastructure as a Service (IaaS)—cloud computing that provides virtualized computing resources over the Internet—Starcor will contribute the OTT as a Service (aaS) platforms, and integrate third party media and content management platforms.

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The MOU comes at a time when OTT content continues to grow in popularity among viewers in Thailand. The collaboration will enable the companies to help customers seize new opportunities in a rapidly changing media environment, by creating an offering tailored to their needs.

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***In picture, starting from left - Patompob Suwansiri, Chief Commercial Officer of Thaicom Public Company Limited, Robin Lu, Director of Enterprise Business, Huawei Technologies (Thailand) Co., Ltd and Ivan Zhang, President and CEO, Starcor Media Technologies Limited.***

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#### **About THAICOM**

THAICOM Public Company Limited, a leading Asian satellite operator, was established in 1991. The Company was the first to launch a broadband satellite in the world, and is a leader in developing integrated solutions for satellite broadband and broadcast services. The Company's engineering teams provide leading-edge innovative solutions for satellite-based telecommunications services. Since its establishment the Company has launched eight satellites, with five satellites in operation: THAICOM 4 (IPSTAR) provides a variety of broadband and data services, including cellular backhaul, mobility, government USO support, content delivery, business continuity and emergency services in thirteen countries in Asia Pacific.

THAICOM 6 is to expand the Company's broadcast carrying capacity in SE Asia and Africa (by the name "AFRICOM 1") and is collocated with THAICOM 5 at 78.5 degrees East; the satellites board a combined 700 TV channels both in SD and HD formats. THAICOM 7 was launched in September 2014 to provide media & data services for Asia's and Australasia's entertainment and telecom industries at 120 degrees East. THAICOM 8 was launched in May 2016 to expand Thaicom's servicing capacity and footprint in the region. Thaicom is traded on the Stock Exchange of Thailand (SET) under the trade symbol "THCOM".

#### **About HUAWEI**

Huawei is a leading global information and communications technology (ICT) solutions provider. Our aim is to enrich life and improve efficiency through a better connected world, acting as a responsible corporate citizen, innovative enabler for the information society, and collaborative contributor to the industry. Driven by customer-centric innovation and open partnerships, Huawei has established an end-to-end ICT solutions portfolio that gives customers competitive advantages in telecom and enterprise networks, devices and cloud computing. Huawei's 170,000 employees worldwide are committed to creating maximum value for telecom operators, enterprises and consumers. Our innovative ICT solutions, products and services are used in more than 170 countries and regions, serving over one-third of the world's population. Founded in 1987, Huawei is a private company fully owned by its employees.

For more information, please visit Huawei online at [www.huawei.com](http://www.huawei.com) or follow us on:

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#### **About Starcor**

Founded in 2009, Starcor ([www.starcor.com](http://www.starcor.com)) devotes to developing end-to-end OTT / IPTV solutions for broadcasters, telecom operators and content providers. Operators around the world deliver compelling television service powered by Starcor platforms every day. Starcor empowers customers to maximize profit and monetize business.

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