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## **PRESS RELEASE**

### **TRACE Urban Expands Distribution on ABS-2**

Denpasar, Bali, Indonesia – 26<sup>th</sup> April 2016, ABS and TRACE announce an agreement to broadcast TRACE Urban via ABS-2, Global C-band beam across the Asia Pacific region – The channel will debut on 1st May 2016.

TRACE Urban is the #1 international urban music channel, giving a unique insight into urban culture and featuring the most popular urban music genres: R&B, hip-hop, dance, and rhythmic pop. TRACE Urban is available in 130 countries to 60 million subscribers, and covers all aspects of urban and youth culture.

TRACE Urban is 90% music videos and 10% magazine and documentary programming. There are no reality shows or drama, no fiction, and the channel features exclusive interviews with urban celebrities and original features about urban culture, including music, fashion, dance, sport, lifestyle, movies etc.

The target audience for TRACE Urban is hip-hop and R&B fans in the 15-34 demographic, and the channel has higher ratings than MTV in 60 countries with 7 feeds worldwide, including a dedicated feed for Asia.

Regular artistes include Trey Songz, Big Sean, Beyoncé, Fifth Harmony, Rihanna, Drake, Twenty One Pilots, Flo Rida, Jason Derulo, Gwen Stefani and many more.

“ABS is excited to partner with TRACE to add TRACE Urban to its growing ABS-2 75E neighborhood,” said Tom Choi of ABS. “The addition of the channel adds to our strong line-up of international broadcasters taking advantages of our wide market coverage and to solidify their distribution in the important Asia-Pacific markets, by meeting the rapidly growing demand of the operators in the region.

James Ross, Managing Director for TRACE Asia-Pacific added “We are looking forward to bringing TRACE Urban to join the growing bouquet of channels carried by ABS-2, and to working closely with operators around the region to deliver TRACE Urban to their subscribers.”

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## **About ABS:**

ABS is one of the fastest growing global satellite operators in the world. ABS offers a complete range of tailored solutions including broadcasting, data and telecommunication services to broadcasters, service providers, enterprises and government organizations.

ABS operates a fleet of satellites; ABS-2, ABS-3A, ABS-4/Mobisat-1, ABS-6, ABS-7. The satellite fleet covers 80% of the world's population across the Americas, Africa, Asia Pacific, Europe, the Middle East, CIS and Russia. The new satellites: ABS-2A and ABS-8 are planned to launch in 2016 and 2018 respectively. ABS plans to add more satellites in the next 2-3 years to its growing fleet.

Headquartered in Bermuda, ABS has offices in the United States, Dubai, South Africa, Germany, Philippines, Indonesia and Hong Kong. ABS is majority owned by funds managed by the European Private Equity firm Permira. The Permira funds acquired ABS in 2010.

For more information, visit: [www.absatellite.com](http://www.absatellite.com)

## **About TRACE Urban HD**

Broadcast in 160 countries worldwide, TRACE Urban HD is the #1 international urban music channel and gives a unique insight into both urban music and culture. TRACE Urban HD showcases the most popular urban music genres with a focus on the latest R&B and hip-hop, and offers a selection of the hottest urban music videos refreshed daily, exclusive interviews with urban celebrities and original features.

For more information, visit: <http://trace.tv/urban/>