

## Press release

### SES REACHES 291 MILLION TV HOMES WORLDWIDE, 151 MILLION IN EUROPE

Luxembourg, 18 March 2014. – SES (NYSE Euronext Paris and Luxembourg Stock Exchange: SESG) has announced today that it has increased its reach in 2013 worldwide to 291 million and in Europe to 151 million TV homes. This represents an increase of 5 percent both worldwide and in Europe, compared to the previous year, strongly driven by the development in Africa, Middle East and, especially, India (+ 18 percent) and in Asia-Pacific (+ 7 percent). The household reach in Latin America grew by 5 percent, in North America by 3 percent. These are the results of SES' annual market research, including the detailed Satellite Monitor studies in Europe.

The direct reach from the SES fleet to satellite homes grew from 99 million in 2012 to 106 million satellite TV homes in 2013. The indirect reach through the feed of cable networks from SES satellites grew slightly, from 152 to 153 million homes; the number of IPTV homes fed from SES satellites increased by 27 percent to 31 million. The strongest relative growth of the direct reach came from the Asia-Pacific region (+ 21 percent) and Africa, Middle East and India (+ 18 percent). These figures confirm satellite's continuous increase in reach and its leading role as a broadcasting infrastructure in general and as digital and High Definition (HD) broadcasting infrastructure in particular.

The SES Satellite Monitor results also emphasize again the important role of SES in Europe. SES satellites service almost all cable and IPTV homes in Europe (95 percent) and a large majority of the European satellite HD homes (81 percent). The largest single DTH market for SES in Europe remains Germany, with 18 million ASTRA homes receiving their TV signal directly from the SES fleet. SES transmits more than 6,200 TV channels, 1,800 of them in HD.

"The results of this year's SES Satellite Monitor and market research confirm again the strong role that SES is playing as a high performing video and TV broadcasting infrastructure", said Ferdinand Kayser, Chief Commercial Officer (CCO) of SES. "Our strong growth is a direct result of our significant investments in new satellites especially in the highly important and dynamic emerging markets. We could also further take advantage of our strong infrastructure and service offerings in mature markets and realise further gains, on a high level, in Europe and North America. As a leader in video broadcasting, DTH, digital transmission and HD, SES plays a critical role in the provision of communications infrastructure globally and is well positioned to further drive digitalisation and the deployment of high performing video neighbourhoods in mature as well as demanding emerging markets."

	Total SES reach	SES direct reach (DTH)
Europe	151m	65m
North America	75m	6m
Latin America	23m	50K
Africa, India, ME	31m	31m
Asia-Pacific	12m	5m



[View Satellite Monitor 2014](#)

For further information please contact:

Markus Payer  
SES Communications  
Tel : +352 710 725 500  
[Markus.Payer@ses.com](mailto:Markus.Payer@ses.com)

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### **About SES**

SES is a world-leading satellite operator with a fleet of 55 geostationary satellites. The company provides satellite communications services to broadcasters, content and internet service providers, mobile and fixed network operators and business and governmental organisations worldwide.

SES stands for long-lasting business relationships, high-quality service and excellence in the broadcasting industry. The culturally diverse regional teams of SES are located around the globe and work closely with customers to meet their specific satellite bandwidth and service requirements.

SES (NYSE Euronext Paris and Luxembourg Stock Exchange: SESG) holds participations in Ciel in Canada and QuetzSat in Mexico, as well as a strategic participation in satellite infrastructure start-up O3b Networks. Further information under: [www.ses.com](http://www.ses.com).