



## Press Release

### **SES launches new video distribution neighborhood for Latin America A new antenna seeding program is in progress**

Luxembourg, 15 May 2014 - SES (NYSE Euronext Paris and Luxembourg Stock Exchange: SESG) launches today a new video distribution neighborhood for Latin America and a new antenna seeding program for the NSS-806 satellite located at 47.5 degrees West. The new neighborhood will provide new capacity for expansion of video channel delivery to cable head-ends throughout Latin America, as well as much needed capability to accommodate the increasing number of HD channels in the region. Combined with SES's strong neighborhood on SES-6 at 40.5 degrees West, this satellite creates a dual-slot high value proposition for expansion and for redundancy to programmers and broadcasters seeking to grow their channel offerings, increase country-specific customized feeds, and launch new HD channels. For more information regarding the NSS-806 satellite, please visit <http://www.ses.com/4628425/nss-806>.

Concurrently, SES announced the launch of a new antenna seeding program for all cable head-ends in Latin America. The antenna program will be managed by Encompass Digital Media's Latin American operation (formerly TIBA), including procurement, distribution and logistics. The goal is to provide comprehensive reach to all cable head-ends from Mexico to Argentina.

"This is a major commitment from SES to the Latin America market," explained Dolores Martos, Vice-President Sales, Latin America. "SES satellites continue to be a top choice among broadcasters and content providers across Latin America. This latest initiative with NSS-806 allows television programmers, government organizations and broadcasters to benefit from the satellite's key position, wide coverage, redundancy possibilities, and imminent antenna reach."

As a vote of confidence in the new neighborhood, Encompass Latin America has contracted with SES for multiple transponders to deliver premium international and domestic channels throughout Latin America.

"SES continues to be a leader in the satellite video delivery market," added Juan Salleras, Executive Vice President and General Manager of Encompass Latin America. "This latest investment by SES in a new neighborhood comes at a time when there is high demand for additional capacity, enabling our clients to expand and launch new services. Our longstanding relationship with SES gives us the confidence to broaden our very strategic business in Latin America onto the NSS-806 neighborhood."

"This is with no doubt a very important agreement to the industry and to the Latin American market," added Ms. Martos. "We thank Encompass for their continued confidence in SES and look forward to building a successful community together."

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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 organizations 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).

### **About Encompass Digital Media**

Encompass, a leader in content services, owns and operates state-of-the-art broadcast facilities throughout the United States, Latin America, United Kingdom and Asia. The company's mission-critical media services provide broadcasters, cable networks, corporations and government entities with customized solutions for the management and distribution of content. With global access to large satellite and fiber footprints, Encompass has 24/7/365 Teleport facilities and technical personnel in Atlanta; Buenos Aires; Burbank, Calif.; Lino Lakes and Minneapolis, Minn.; London; Los Angeles; New York; Singapore; and Stamford, Conn. For more information, please visit [www.encompass.tv](http://www.encompass.tv).