



Press release

SES AND EBU BROADCAST 2014 FIFA WORLD CUP IN ULTRA HD

Luxembourg/Singapore, 17 June 2014 – SES (NYSE Euronext Paris and Luxembourg Stock Exchange: SESG) today announced that Eurovision – the European Broadcasting Union’s (EBU) distributor of premium sports and news events – is broadcasting the 2014 FIFA World Cup to audiences throughout North America, Latin America, Europe and Asia in Ultra HD and HD via SES satellites.

Eurovision is distributing matches live in Ultra HD to their global network using the NSS-806 satellite and SES’s teleport in Manassas. SES’s NSS-7 and SES-6 spacecraft are being used to enable Eurovision to deliver matches from the 12 World Cup venues throughout Brazil to the International Broadcast Center in Rio de Janeiro.

“Eurovision and the EBU are gearing up for one of the largest broadcast operations requirements in the history of the World Cup, now including Ultra HD content. The live coverage of some matches in Ultra HD will allow consumers to catch a glimpse of the future of TV,” said Paolo Pusterla, Eurovision’s Head of Procurement.

“Consumers today expect higher and better image quality when watching TV. We are proud to be able to continue working with Eurovision to fulfill the ever-changing demands of broadcasters with confidence, by providing hybrid solutions to deliver coverage of this spectacular sporting event to over 3 billion people around the world,” said Samantha McCloskey, Vice President of Global Occasional Use Services at SES.

More on the SES 2014 FIFA World Cup coverage and SES Occasional Use Services under: <http://www.ses.com/fifa-world-cup> and www.ses.com/occasional-use

SES is participating at CommunicAsia2014 (hall C, level 1) and CommunicAsia2014 Summit at Marina Bay Sands Expo and Convention Centre, Singapore, from 17 – 20 June 2014. For more information on the booth, visit: <http://www.ses.com/18836830/CommunicAsia2014>

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SES Pictures are available under: <http://www.ses.com/4245221/library>



About SES

SES is a world-leading satellite operator with a fleet of more than 50 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.