



## Press release

### BBC WORLD NEWS NOW IN HD ACROSS EUROPE VIA ASTRA 19.2E

Luxembourg, 1 April 2015 - [SES](#) S.A. (NYSE Euronext Paris and Luxembourg Stock Exchange: SESE) today announced that BBC Global News Ltd has signed a long-term agreement to broadcast its international news channel free-to-air in High Definition (HD) on ASTRA at 19.2 degrees East.

The channel, an HD version of BBC World News in English, will be broadcast at 19.2 degrees East starting on April 1st on a multiplex operated and uplinked by SES from its headquarters in Betzdorf, Luxembourg.

SES reports that over 47 million, some 52% of European satellite homes, are now watching television in HD, more than half of which are served by the satellites at the 19.2 degrees East orbital position. In 2014, SES broadcast over 1,800 HD channels globally, and more than 500 in Europe.

"We are delighted that the BBC has chosen ASTRA 19.2E for the HD distribution of its premier international news channel," said Ferdinand Kayser, Chief Commercial Officer of SES. "The momentum for HD has been rapidly increasing as more people appreciate the level of detail that HD delivers. High Definition means clearer, crisper pictures that are more vivid in colour - they can be as much as five times more detailed than standard definition."

"We know from our viewers that they value HD services. BBC World News originates in pure HD, so it's fantastic to be able to bring this service to our European heartland," said Colin Lawrence, Director of Distribution for BBC Global News Ltd. "Following the investments we made in our content and presentation on BBC World News, last year we saw an audience increase in daily reach. HD is undoubtedly becoming the default viewing preference, and this new partnership enables delivery of our world class service to European audiences."

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## **About SES**

SES (NYSE Euronext Paris and Luxembourg Stock Exchange: SESG) is the 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 satellite 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 holds a participation in O3b Networks, a next generation satellite network combining the reach of satellite with the speed of fibre. For further information, visit [www.ses.com](http://www.ses.com).

## **BBC World News and BBC.com**

The BBC's commercially funded international 24-hour English news platforms, are owned and operated by BBC Global News Ltd. BBC World News television is available in more than 200 countries and territories worldwide, and over 385 million households and 1.8 million hotel rooms. The channel's content is also available on 178 cruise ships, 53 airlines and 23 mobile phone networks. BBC.com offers up-to-the minute international news and in-depth analysis for PCs, tablets and mobile devices to more than 80 million unique browsers each month.