



Press release

SES TV CHANNELS GROW BY 11.3% IN 2015, OUTPERFORMING THE INDUSTRY

TV channels now broadcast over SES satellites up 11.3% to 7,268 with strongest growth in emerging markets

Growth driven by HDTV in developed markets and SES's expansion in major emerging markets

SES well placed to continue strong growth in emerging markets, with 21% additional capacity to be launched for these markets by end 2017

LUXEMBOURG, 13 January 2016 – SES S.A. (NYSE Euronext Paris and Luxembourg Stock Exchange: SESG) announced the transmission of a record number of TV channels on board its satellite fleet as of 31 December 2015. SES's TV channel count grew by 11.3% to 7,268 channels during 2015, compared with an overall growth of 2% for the rest of the industry. The superior development was driven by the continued introduction of new High Definition (HD) channels across Europe and North America, as well as the further expansion of SES's Video business across emerging markets. Nearly 60% of all channels on the SES fleet are now broadcast in the MPEG-4 compression standard.

The penetration of HD channels across all markets continues to be an important driver of growth for SES. The number of HDTV channels served by SES's fleet of over 50 satellites grew by 18% to 2,230 channels, representing 31% of the total TV channels on SES satellites. In contrast, the number of HDTV channels carried over satellite for the rest of industry grew by 13% to about 6,400 channels.

The number of total TV channels in Europe served by SES increased by 9% to nearly 2,600 channels, while the total channels in North America was unchanged at about 1,800 channels. The continued penetration of HDTV channels, which require more satellite capacity than Standard Definition (SD) channels, was the principal contributor to growth, as the number of HDTV channels grew by over 25% to nearly 700 channels in Europe and by over 3% to more than 1,200 channels in North America.

The growth of SES's global channel count has been particularly pronounced in the emerging markets, where the company is successfully expanding its presence in global Video, as a key element of SES's differentiated strategy. SES now carries close to 2,900 TV channels across a range of fast-growing emerging markets, such as Latin America, Asia-Pacific, the Middle East and Africa (40% of the total of channels). This compares to just over 2,300 channels at the end of 2014 representing a growth of 25% in only one year. It also includes a doubling in HDTV channels to well over 300.

These trends have been a consistent driver in the superior development of SES's channel count, which has grown by a compound annual rate of more than 9% per annum over the last three years. Over the same period, the number of HDTV channels broadcast over the SES fleet has increased by a compound rate of nearly 15% each year.

Looking to the future, SES remains at the forefront of the commercial introduction of Ultra HD, the next step-change in broadcast quality and viewing experience. SES was the first satellite operator to introduce



Ultra HD in Europe and North America and to secure capacity agreements for Ultra HD, with seven channels to broadcast commercial Ultra HD channels on SES satellites worldwide in 2015, and the outlook is for significant growth in the coming years as more commercial offerings gain momentum.

“With more TV channels than ever before, this confirms SES’s leading role as a TV broadcasting infrastructure and driver of global digitisation, as well as emphasising the essential role of satellite for video distribution,” said Ferdinand Kayser, Chief Commercial Officer of SES. “SES is exceptionally well placed to leverage major growth opportunities, especially in new and emerging markets. Our current launch programme is a dynamic engine for this future growth, delivering a 21% increase in capacity in the emerging markets by the end of 2017. In particular, the launches of SES-9 and SES-10 will drive growth by delivering a total of 80 additional transponders in Asia and Latin America, with important pre-fill rates underwritten by customer agreements. With more and more channels being broadcast in HD quality, and broadcasters entering the era of Ultra HD, 2016 and beyond will see continued growth and accelerated development for SES’s video segment.”

See “SES channel growth” infographic here: <http://www.ses.com/channel-growth-2015>

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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.

Further information available at: www.ses.com.