



## Press release

### **SKY CABLE SIGNS DEAL WITH SES TO LAUNCH NEW DIRECT-TO-HOME SATELLITE TV IN THE PHILIPPINES**

*Largest cable operator in the Philippine archipelago will use SES-9 and NSS-11 satellites to complement their existing TV offerings*

LUXEMBOURG, 24 May 2016 – SES (Euronext Paris and Luxembourg Stock Exchange: SESG) announced today a multi-year, multi-transponder agreement with Sky Cable, the largest cable television provider in the Philippines. Sky Cable will be broadcasting direct-to-home (DTH) satellite TV channels via SES satellites at 108.2 degrees East – the SES-9 and NSS-11 satellites.

The contracted capacity will enable Sky Cable to effectively roll out a nation-wide DTH satellite TV service across 251 cities and municipalities in the Philippine archipelago, complementing its existing cable offerings. The recently launched SES-9 is scheduled to enter service mid-year to provide incremental and replacement capacity at SES's prime neighbourhood of 108.2 degrees East which reaches 22 million homes.

Sky Cable will be drawing on SES's capabilities and global expertise of serving more than 40 DTH platforms worldwide hosted on SES's comprehensive satellite network, to deliver high-quality content to homes across the Philippines. This includes broadcasting linear TV content to remote locations and islands that are underserved by terrestrial networks. Sky Cable currently offers cable TV services for 55 High Definition (HD) channels to 800,000 subscribers in 19 cities and municipalities in the Philippines.

"The geography of the Philippines presents a unique set of challenges for fibre or terrestrial connectivity. Our satellites are able to overcome these limitations and provide comprehensive and high-powered coverage over the entire archipelago including under-connected areas in the Philippines. We are glad to support Sky Cable as they use both ground and space infrastructure to expand their TV audience reach," says Deepak Mathur, Senior Vice President Commercial, Asia-Pacific and the Middle East at SES. "This latest contract on SES-9 shows the continued momentum of serving our prime DTH neighbourhoods on our largest satellite dedicated for Asia-Pacific."

Antonio S Ventosa, COO of SkyCable, said, "We are pleased to tap SES's global expertise and extensive satellite footprint as we venture into providing satellite TV services for our growing subscriber base. We are confident that with our partnership with SES, we will be able to deliver content seamlessly to potential new customers all across the country."

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## **About SES**

SES (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](http://www.ses.com).