



Press release

SES: SATELLITE IS VITAL TO SUCCESS OF FUTURE VIDEO LANDSCAPE

SES presents response to new viewing behaviours with extended platform capabilities and a hybrid delivery network

LUXEMBOURG, 21 June 2016 -- SES S.A. (Euronext Paris and Luxembourg Stock Exchange: SESE) considers satellite vital to the success of the future video landscape and provides the answer to delivering high quality video, anywhere, and to any device. This solution is detailed in the new SES White Paper published at its Investor Days event today "Satellite Captures the Wave of Video Growth". The White Paper details SES's strategy in Video, and champions using a hybrid network to meet the high quality video demands of today's viewing public.

SES looks towards the future, addressing the RR Media acquisition in the White Paper. RR Media, based in Tel Aviv, is a digital media services company. Earlier this year SES announced its intent to merge RR Media with SPS, SES's media services subsidiary. "The new company will support over 900 customers, 440 playout channels, 1,000 TV channels, and over 100 VoD platforms including Netflix, Amazon, iTunes, and Hulu," SES writes. "Technical infrastructure such as data centres, playouts, and teleports will be managed across the globe."

SES goes further to consider the changing viewing behaviors globally, and details the value of a hybrid satellite/terrestrial network in this landscape. "Delivering one HD movie via terrestrial broadband to 2,500,000 viewers could cost thousands of euros. This compares to around EUR 10 to deliver one HD movie over satellite to a countless number of viewers, limited only by the boundaries of the satellite footprint," the White Paper explains. "This demand for quality and the delivery methods it requires is a key factor that makes satellite vital to the success of the future video landscape."

[Read the full White Paper here.](#)

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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.