

## Press release

# Globecast Extends Partnership with SES for Distribution Services to Orange Romania

Orange Romania's DTH TV subscribers will continue to enjoy the largest number of HD channels in the country via ASTRA 31.5 degrees East

**Luxembourg, 8 January 2018** – Globecast, the global solutions provider for media, has extended its partnership with SES for the premium TV distribution services it provides to Orange Romania using SES's satellite capacity.

Under the multi-year extension announced by SES, Globecast will lease several transponders on ASTRA 5B at 31.5 degrees East to serve Orange Romania, which uses the capacity to broadcast 112 channels, of which 52 are in HD, using the DVB-S2 and MPEG-4 technical standards. Globecast manages the contribution, encryption and encoding for the entire TV package, as well as signal transport to the uplink facilities for ASTRA 5B.

Orange Romania's premium TV offer was launched in June 2013 with the support of SES, leveraging the high power and wide coverage of the ASTRA 5B satellite to deliver HD channels via the smallest dish in the Romanian market. In a highly competitive TV market, with 98 percent pay-TV coverage and five operating DTH platforms, Orange TV's satellite platform has grown exponentially since its launch.

"We've worked extensively with SES and this is another example of the benefits of this partnership for our customers. In such a competitive market, quality of service is an essential factor in determining success, and we are pleased to extend this specific part of the relationship," said Biliana Pumpalovic, General Director of Globecast in Moscow.

"This extension agreement highlights the role of satellite as vital infrastructure for telecommunications operators to deliver television packages to their subscribers," said Martin Orness-Kubacki, Vice President and Chief Regional Officer, at SES Video. "We have been supporting Orange Romania for its DTH service since the beginning, not only from a technical point of view but also in the area of marketing, to promote their offer to the entire country. We are very pleased to continue working with such an innovative partner and enable them to deliver high-quality service to their consumers."

"Our customers' experience is at the forefront of all the services we supply to our customers, be it the most extensive 4G network in the country or the content that we provide access to. We are proud to bring Orange Love convergent packs to all households by offering satellite television in



addition to our fiber offer. The extension of the partnership with Globecast and SES fits right in with this strategy,” said Yves Martin, Chief Marketing Officer at Orange Romania.

#### **About Globecast**

Globecast helps customers to manage content and to deliver it wherever, however and whenever required. The company provides agile and seamless content acquisition, management and distribution services globally, constantly innovating and investing in new technologies to create customer-centric new services. Globecast has created the number one global hybrid fiber and satellite network for video contribution and distribution. It delivers any type of video service including: TV Everywhere OTT, satellite, cable, video-on-demand and CDN delivery using cloud-enabled media solutions. It supplies Content Acquisition, Aggregation and Distribution (CAAD) services to over 110 networks.

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#### **About SES**

SES is the world-leading satellite operator and the first to deliver a differentiated and scalable GEO-MEO offering worldwide, with more than 50 satellites in Geostationary Earth Orbit (GEO) and 12 in Medium Earth Orbit (MEO). SES focuses on value-added, end-to-end solutions in two key business units: SES Video and SES Networks. The company provides satellite communications services to broadcasters, content and internet service providers, mobile and fixed network operators, governments and institutions. SES's portfolio includes ASTRA, O3b and MX1, a leading media service provider that offers a full suite of innovative digital video and media services. SES is listed on the Euronext Paris and Luxembourg Stock Exchange (ticker: SESG). Further information available at: [www.ses.com](http://www.ses.com)

For further information please contact:

Markus Payer  
Corporate Communications & PR  
Tel. +352 710 725 500  
[Markus.Payer@ses.com](mailto:Markus.Payer@ses.com)

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#### **About Orange Romania**

Orange is the mobile telecom leader in Romania with 10.331.000 customers and revenues of 277,2 million euros on September 30th 2017. Orange Romania is part of the Orange Group, one of the world's leading telecommunications operators, with over 269 million customers worldwide. Orange Romania offers a wide range of communications solutions to its customers, both individual users and companies, from basic services to voice, data, fixed and mobile complete services, as well as TV services. Orange is also a leading provider of global IT and telecommunication services to multinational companies, under the brand Orange Business Services. In March 2015, the Group presented its new strategic plan "Essentials2020" which places customer experience at the heart of its strategy with the aim of allowing



them to benefit fully from the digital universe and the power of its new generation networks. More details about the company's products and services are available at [www.orange.ro](http://www.orange.ro).