



## Press release

### **New TV Channel BILD available in HD via SES on ASTRA 19.2 degrees East**

*Free-to-air channel will be available as of 22 August*

Luxembourg/Unterföhring/Berlin, 21 July 2021 – WeltN24, subsidiary of Axel Springer will be launching a new free-to-air high-definition (HD) channel – BILD – in August via SES’s prime ASTRA neighbourhood 19.2 degrees East in a new multi-year capacity agreement, both companies announced today.

The new agreement will continue to see SES broadcast Welt and N24 Doku, two channels that are owned by WeltN24, the subsidiary of Axel Springer SE. BILD TV will be the third TV channel to be distributed via SES’s ASTRA satellites. Additionally, SES will provide signal uplink and playout services for the latest news channel.

The new free-to-air TV channel BILD will be available in HD via SES’s prime TV neighbourhood of ASTRA 19.2 degrees East at frequency 10.964,25 MHz as of 22 August.

The TV channel BILD will focus on the live broadcasting segment BILD LIVE, which will cover news and current affairs from Monday to Friday, from 9:00 am to 2:00 pm. On Sunday, BILD LIVE will broadcast sports content from 9:00 am to 1:00 pm. BILD LIVE can be viewed in parallel on N24 Doku, WELT’s timeshift channel. The programming of BILD will continue to expand with documentaries, reports, live shows and talk shows on politics, sports and entertainment among many other topics.

“Going to the bakery and grabbing the BILD newspaper first thing in the morning is a daily ritual for many people in Germany. We are proud to help our longstanding partner Axel Springer SE expand their TV offering with this notable addition. Together, we will take BILD headlines into German living rooms with our satellites: BILD on TV, just as people know it,” said Christoph Mühleib, Managing Director of ASTRA Deutschland GmbH, part of SES.

Frank Hoffmann, Managing Director of WeltN24, said, “BILD is one of the biggest European brands in the media sector. Therefore it’s essential for us to be easily accessible to our audience via all channels, as soon as the channel launches.”

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SES has a bold vision to deliver amazing experiences everywhere on earth by distributing the highest quality video content and providing seamless connectivity around the world. As the leader in global content connectivity solutions, SES operates the world's only multi-orbit constellation of satellites with the unique combination of global coverage and high performance, including the commercially-proven, low-latency Medium Earth Orbit O3b system. By leveraging a vast and intelligent, cloud-enabled network, SES is able to deliver high-quality connectivity solutions anywhere on land, at sea or in the air, and is a trusted partner to the world's leading telecommunications companies, mobile network operators, governments, connectivity and cloud service providers, broadcasters, video platform operators and content owners. SES's video network carries over 8,400 channels and has an unparalleled reach of 361 million households, delivering managed media services for both linear and non-linear content. The company is listed on Paris and Luxembourg stock exchanges (Ticker: SESG). Further information is available at: [www.ses.com](http://www.ses.com).