



Press release

SES Joins Forces with SoftBank Corp. to Deliver Live Sporting Events into Japan

SES to use its global satellite and terrestrial infrastructure to aggregate and deliver sports events live to SoftBank so that millions across Japan can enjoy shared viewing experiences

Luxembourg, 30 September 2021 – Japanese sports fans will be able to enjoy more premium sports content as SoftBank Corp. (SoftBank), a leading telecom carrier in Japan, has partnered with SES for the aggregation and delivery of live sporting events to its corporate customers, such as TV stations and video distribution companies, SES announced today.

Under the new agreement, SES, via its diverse global infrastructure of multi-orbit satellite fleets and fibre network, will aggregate content and deliver it directly to SoftBank. In providing this service, SES will use more than 300 downlink antennas located around the world, including those in its new [Stockley Park](#) facility in London, as well as its own fibre network with connections to other major fibre hubs. In addition, SES will establish a new link to SoftBank's fibre network.

“Whether viewed on mobile devices or broadcast TV, tennis, football, golf, and other live sports are some of our most popular content that we see a growing demand for,” said Norioki Sekiguchi, Vice President, Global Business Division at SoftBank Corp. “With its diverse global infrastructure and access to a variety of sports content, SES is in a unique position to help us deliver a wide range of sports content in very high quality to our corporate customers in Japan.”

“We are delighted to join forces with SoftBank, the first provider we are interconnecting and partnering with in Japan, with a common goal to bring engaging content to sports fans across the country,” said Ed Cox, Vice President, Sales North America and Sports & Events at SES. “Providing content feeds solely using fibre networks is great testament to SES’s ability to adapt and leverage our hybrid distribution services in the most effective way possible to meet our partner’s needs.”

For further information please contact:

Suzanne Ong
External Communications
Tel. +352 710 725 500
suzanne.ong@ses.com

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About SES

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 8,650 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.

About SoftBank Corp.

Guided by the SoftBank Group's corporate philosophy, "Information Revolution – Happiness for everyone," SoftBank Corp. (TOKYO: 9434) combines telecommunications services with cutting-edge technologies to create and operate new businesses. SoftBank Corp. serves more than 45 million mobile consumer and enterprise subscribers in Japan, and as part of its "Beyond Carrier" strategy, it is redefining industries by leveraging its unique strengths as a network operator to fully harness the power of 5G, big data, AI, IoT, robotics and other key technologies. To learn more, please visit www.softbank.jp/en/.