

## PRESS RELEASE

### SES ASTRA TAKES 3D INITIATIVE

#### Industry reaches common understanding of minimum specifications for 3D satellite broadcasting

Luxembourg, 2 September 2010. SES ASTRA, an SES company (Euronext Paris and Luxembourg Stock Exchange: SESG), announced today a new initiative to support the introduction of 3D television in Europe. As part of the initiative, the industry reached a common understanding of the minimum technical specifications for the introduction of 3D television and broadcasting. The initiative is backed by SES ASTRA and major European broadcasters including public and private TV channels as well as representatives from the consumer electronics industry.

Initial satellite 3D transmissions will use either the side-by-side (for 1080i resolution) or top-bottom (for 720p resolution) formats which make them compatible with existing High Definition (HD) set top boxes. Side-by-side and top-bottom are two transmission formats for 3D satellite broadcasts whereby two pictures will be arranged either horizontally or vertically in one frame. The delivery of two different images for the left and right eye is necessary in order to create a 3D stereoscopic experience for the viewer. Free-to-air 3D services will be signalled using mechanisms defined under an updated Digital Video Broadcasting (DVB) standard which will allow automatic switching of the display from 2D to 3D and from 3D to 2D broadcasts.

Ferdinand Kayser, President and CEO of SES ASTRA, said: "We are very pleased with the results of our initiative which represents a major leap in the introduction of 3D television across Europe. By working closely with our broadcast customers and the consumer electronics industry, we are again demonstrating our ability to bring together key-industry players to drive innovation in the field of broadcasting technology. As the leading satellite operator in Europe, we are very proud to be part of this development which will become the next driver for the consumer electronics market and ensure that broadcast TV will continue to be the main entertainment media."

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#### About SES ASTRA

[www.ses-astra.com](http://www.ses-astra.com)

SES ASTRA is the leading Direct-to-Home (DTH) satellite system in Europe. The satellite fleet currently comprises 16 satellites. The ASTRA satellite system delivers services to more than 125 million DTH and cable households and transmits more than 2,600 analogue and digital television and radio channels. SES ASTRA also provides satellite-based multimedia, internet and telecommunication services to enterprises, governments and their agencies. With 150 High Definition (HD) channels on its main orbital positions, ASTRA represents the most important HDTV platform for Europe's leading broadcasters. The prime orbital positions for ASTRA are 19.2° East, 28.2° East, 23.5° East, 5° East and 31.5° East.

#### About SES

SES (Euronext Paris and Luxembourg Stock Exchange: SESG) wholly owns the market-leading satellite operators SES ASTRA and SES WORLD SKIES, and participations in Ciel in Canada, QuetzSat in Mexico as well as a strategic participation in satellite infrastructure start-up O3b Networks. SES provides outstanding satellite communications solutions via a global fleet of 44 satellites. For further information: [www.ses.com](http://www.ses.com)