

## PRESS RELEASE

### **DIGITAL+ LAUNCHES 3D DEMO CHANNEL ON ASTRA**

Luxembourg, 27 April 2011 – SES ASTRA, an SES company (Euronext Paris and Luxembourg Stock Exchange: SESG), announced today that the Spanish operator Digital+ has launched a 3D demo channel on ASTRA. The new demo channel called Canal+ 3D Demo is broadcast via SES ASTRA's orbital position 23.5 degrees East and available free-to-air across Europe.

Pioneering 3D broadcasting in Spain, Digital+ has launched the new 3D channel to allow installers and retailers to showcase 3D television at the point of sales. The channel will feature high quality 3D content including features film clips and concert clips during daytime.

With the launch of Canal+ 3D SES ASTRA confirms its market leadership in 3D television. To date, the satellite operator broadcasts six commercial 3D channels from Europe's first broadcasters and programme operators including BSkyB in the UK, Canal+ in France, Sky in Germany, Viasat in Scandinavia and Brava 3D and Penthouse 3D catering a pan-European audience. In addition, SES ASTRA features its own 3D demo channel bringing the total number of 3D channel including commercial and demo channels to eight.

Ferdinand Kayser, President and CEO of SES ASTRA, said: "We are very proud that Digital+ has launched its 3D demo channel on ASTRA. As industry partner and technical service provider, we seek bringing innovations such as 3D forward. The fact that the leading Spanish pay-TV operator has chosen SES ASTRA demonstrates the confidence Europe's broadcasters have in our technical expertise and know-how. In view of the fast ramp up of 3D channels together with accelerating 3D TV screen sales, we are confident that 3D will soon establish itself as a premium layer of television."

For more information please contact:

Markus Payer  
SES ASTRA  
+ 352 710 725 500  
[markus.payer@ses-astra.com](mailto:markus.payer@ses-astra.com)

#### **About SES ASTRA**

SES ASTRA is the leading Direct-to-Home (DTH) satellite system in Europe. The satellite fleet currently comprises 17 satellites which deliver services to more than 135 million households and transmit more than 2,500 television and radio channels. SES ASTRA also provides satellite-based multimedia, internet and telecommunication services to enterprises, governments and their agencies. With more than 200 High Definition (HD) channels, ASTRA is the most important HDTV platform for Europe's leading broadcasters. The orbital positions for SES ASTRA are 19.2 degrees East, 28.2 degrees East, 23.5 degrees East, 5 degrees East and 31.5 degrees East. For further information: [www.ses-astra.com](http://www.ses-astra.com).

#### **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)