

Press release

SES: Sky, Freesat from Sky and Freesat to broadcast 48 dedicated BBC channels created for the London 2012 Olympics

Luxembourg/ London, 4 April 2012. – BSkyB will broadcast 48 new BBC channels dedicated to London 2012 Olympic coverage. Over 40 of the new channels will broadcast in the UK through the ASTRA Satellite System. The 24 HD and 24 SD channels will cover each of the Olympic locations and show the full range of different events during the Games. Both Freesat and Freesat from Sky will also benefit from the satellite capacity acquitted by Sky to facilitate and broadcast the new channels.

This live transmission will use ASTRA satellite capacity at the 28.2 degrees East orbital position. SES (Euronext Paris and Luxembourg Stock Exchange: SESG) owns and operates the ASTRA Satellite System.

“The ability to stream these live Olympics channels shows the strength of satellite in delivering high bandwidth video, especially in HD”, said Norbert Hölzle, Senior Vice President Sales Europe at SES. “Two dozen live feeds from the different Olympic locations will give viewers a fantastic opportunity to follow multiple events live, in both SD and HD. We are proud that SES will be used by our long-standing customers to deliver this fantastic showcase.”

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About SES

SES is a world-leading satellite operator with a fleet of 50 geostationary satellites. The company provides satellite communications services to broadcasters, content and internet service providers, mobile and fixed network operators and business and governmental organisations worldwide.

SES stands for long-lasting business relationships, high-quality service and excellence in the broadcasting industry. The culturally diverse regional teams of SES are located around the globe and work closely with customers to meet their specific satellite bandwidth and service requirements.



SES (Euronext Paris and Luxembourg Stock Exchange: SESG) holds participations in Ciel in Canada and QuetzSat in Mexico, as well as a strategic participation in satellite infrastructure start-up O3b Networks. Further information under: www.ses.com.