



## Press release

### SES CONFIRMS GLOBAL LEADERSHIP IN HD BROADCASTING

Luxembourg, 25 July 2012 - SES (Euronext Paris and Luxembourg Stock Exchange: SESG) today confirmed its global leadership in High Definition (HD) broadcasting, with more than 1,300 HD channels on its satellite fleet worldwide. The recent SES channel count shows that more than a quarter of the over 5,200 TV channels distributed by SES are HD. SES broadcasts more HD channels than its two main competitors combined.

Out of the total of over 1,300 HD channels that SES distributes with its satellites, more than 920\* are in North America, 297 in Europe and 105 are in the fast growing emerging markets including Asia, Latin America, Middle East and Africa.

The recent channel count, based on the numbers of the independent Lyngsat service ([www.lyngsat.com](http://www.lyngsat.com)), also shows that SES carries 17 percent of the close to 31,000 TV channels broadcast via satellite worldwide and 28 percent of the more than 4,700 HD TV channels on all satellites worldwide.

\*) of which 838 are part of EchoStar's HD programming on Ciel-2 at 129 degrees West.

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#### About SES

SES is a world-leading satellite operator with a fleet of 51 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](http://www.ses.com).