



Press release

SES INCREASES REACH TO 276 MILLION TV HOMES WORLDWIDE

Luxembourg, 19 March 2013 – SES (NYSE Euronext Paris and Luxembourg Stock Exchange: SESG) announced today that it has further increased its reach in 2012, driven by strong gains, especially in India and Germany. SES now reaches 276 million TV homes worldwide, over 17 million homes more than in 2011.

The most important growth driver of the increase in reach was India, with a year-on-year gain of 7.5 million TV homes. The two very successful DTH platforms, Dish TV and Airtel Digital TV, now reach 25 million Indian TV homes with SES satellites. The SES capacity in India is contracted through the Indian Space Research Organisation. The Indian DTH market is growing at a fast pace, with an average increase of more than 800,000 subscribers per month in 2012. Dish TV is the largest DTH operator in India and Asia. Airtel is one of the fastest growing DTH operators in India and joined the SES platform in 2011.

Germany has again contributed significantly to the growth of satellite reach in 2012. The switch-off of analogue satellite signals and the success of the platform HD+ have contributed to a further growth of the satellite reach by more than 500,000 to over 18 million homes in 2012.

In Europe, 85 million TV homes receive their signal from satellites, up from 84 million in 2011. Over the last four years, satellite has increased its reach in Europe by 17 percent. Terrestrial and cable reception both slightly decreased year-on-year, from 79 million in 2011 to 78 million in 2012 for terrestrial homes and from 69 to 68 million for cable homes in Europe. IPTV increased from 16 to 17.5 million homes. With 43 percent of all digital homes, satellite continues to be the leading digital TV infrastructure in Europe. The number of households watching satellite TV in HD quality continues to increase and reached 41 percent of all satellite households. ASTRA serves 143 million European TV households (including indirect cable and IPTV reach), 73 percent of all European satellite homes and 80 percent of all European satellite HD homes.

These are the results of the SES Satellite Monitor, a market research study that SES conducts annually.

“The further extension of our reach is the result of our significant fleet investments and the successful development of leading DTH platforms, especially in emerging markets,” said Norbert Hoelzle, Senior Vice President Commercial Europe at SES. “More and more households acknowledge the significant advantages of satellite reception and the excellent channel line-up in numerous markets. SES has succeeded in generating growth not only in very dynamic emerging markets but also in highly developed markets like Germany. The further deployment of our fleet and continuous investments into new technologies like HD, Ultra HD and SAT>IP confirm our strategy to be the partner of choice for free-to-air and pay-TV broadcasters as a technical enabler. SES is also the infrastructure of choice for millions of consumers and TV viewers.”



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About SES

SES is a world-leading satellite operator with a fleet of 52 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 (NYSE 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.