

Press release

iN DEMAND renews capacity deal with SES

Renewal aboard SES' AMC-1 satellite part of a long-term, three-satellite partnership

BETZDORF, Luxembourg/Princeton, NJ – April 16, 2013 – Global satellite operator SES (NYSE Euronext Paris and Luxembourg Stock Exchange: SESE) today announced that leading content distributor iN DEMAND has renewed an integral part of its cornerstone capacity agreement with SES for the delivery of Pay-Per-View and Video On Demand sports and entertainment television content to cable audiences across North America.

As part of the deal, iN DEMAND is utilising a full transponder of C-band capacity aboard SES' AMC-1 satellite to deliver a broad range of programming, including movies, sports packages and events, to cable headends throughout the US and beyond. In total, iN DEMAND relies exclusively on five transponders aboard three SES satellites (AMC-1, AMC-10 and AMC-11) for its full-time satellite distribution capacity.

“SES represents the foundation of our overall North American satellite distribution capabilities and strategy,” said John Vartanian, Chief Technology Officer at iN DEMAND. “Our audiences have come to rely on the availability and quality of iN DEMAND sports and entertainment programming. In turn, we have come to trust in our longstanding partnership with SES for the reliability and flexibility we need in our satellite distribution platform.”

“iN DEMAND and SES have consistently delivered some of the best sports and entertainment television to cable and pay-per-view subscribers for years,” said Steve Bunke, Vice President of North American Sales for SES. “This important renewal represents the extension of a long-term commitment to meeting the growing appetite and market for top quality, on-demand content in markets throughout North America.”

About the satellites

Offering prime North American coverage, the C-band payload aboard AMC-1 is home to national television networks broadcasting to thousands of cable headends. The Ku-band beam also supports national broadcasters, as well as VSAT and broadband services for enterprise customers.

Home to North America's top HD content, AMC-10 together with AMC-11 offer fully protected cable television programming – both regionally and nationally. The spacecraft offer unrivalled access to cable headends throughout the US. The satellites provide advanced C-band digital transmission service.

For further information please contact:

SES
Markus Payer
Market Communication & PR



+352 710 725 500

Markus.Payer@ses.com

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About iN DEMAND

iN DEMAND L.L.C. is the pioneer and world leader in providing exciting transactional entertainment delivered through television's most innovative technologies. iN DEMAND creates, acquires and delivers programming through cable Pay-Per-View (PPV), Video On Demand (VOD) as well as on digital platforms. PPV programming includes movies, boxing, wrestling and mixed martial arts events and the digital out-of-market subscription professional sports packages for MLB, the NBA, the NHL and MLS. The company also offers a range of VOD products including first-run movies and serves as the exclusive TV home of Howard Stern via its Howard TV On Demand offering. Content is delivered in SD, HD and 3D. iN DEMAND's owners are Comcast iN DEMAND Holdings, Inc., Cox Communications Holdings, Inc., and Time Warner Entertainment - Advance/Newhouse Partnership. Further information about the company can be found at: [iNDEMAND](#)

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.