

## PRESS RELEASE

### **IPTV Americas Launches First IPTV Satellite Distribution Platform for Latin America and The Caribbean via SES NEW SKIES' NSS-806**

The Hague, January 14<sup>th</sup>, 2009 - SES NEW SKIES, an SES company (Euronext Paris and Luxembourg Stock Exchange: SESG) announced today that it will host IPTV Americas on its NSS-806 satellite. This will enable IPTV Americas to offer an end-to-end satellite-delivered IPTV distribution solution to all telecommunications and cable operators' head ends in Latin America and the Caribbean. The IPTV Americas' content will be distributed to the entire Americas via NSS-806, one of the most widely used video satellites in the region. The services will uplink from the SES NEW SKIES' Washington Mediaport located in the Washington D.C. area.

This agreement expands the IPTV Americas' previously launched fiber-delivery service aimed to equip small and medium size Latin American telecommunications operators with 80 channels of basic pay TV programming, and the technological solution the operators need to implement the service. The expanded end-to-end satellite-delivery offer not only brings IPTV headend and transport services to small and remote operators in the region, but also includes technological solutions of great value to the operators such as a tested H.264 (MPEG-4) Set-Top Box (STB) for standard (SD) and high definition (HD), customised to also serve the cable operator regardless of its size.

"This collaboration with SES NEW SKIES will allow us to reach remote operators in Latin America, where delivery via fiber is not financially or physically feasible, to implement our per-subscriber based business plan and expand the pay television market into the less affluent socio-economic groups. With a small investment, the operators will gain access to a system with content in a digital format (MPEG-4) with Conditional Access (CAS), Electronic Program Guide (EPG), Video on Demand (VOD) and an interactive system," noted Alvaro Gazzolo, President and CEO of IPTV Americas. "This is an invaluable contribution to the industry because it emerges as a very advantageous solution, not only because of the minimal investment required compared to the cost of installing a local IPTV or Digital Cable Headend, but also because of its proven technology, state-of-the-art transport, high quality signal and top performance eco-system demonstrated in over a year of testing," he added.

Dolores Martos, Vice President of Sales for Latin America & Caribbean at SES NEW SKIES stated, "The powerful NSS-806 satellite is key to IPTVA's distribution strategy of allowing the signals to reach remote operators in every corner of the continent. The satellite signal will also allow CATV operators to use their existing infrastructure to bring the MPEG-4 encrypted content to their analog headend and become digital operators by means of a small capital investment. The established cable head end community on NSS-806 will greatly benefit from this new offering."

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## About NSS-806

NSS-806 is located at the orbital position of 319.5° East. Its tailored, high-powered hemispheric beam provides simultaneous coverage of both Western Europe and the Americas, with virtually complete coverage of both continents and the region's Spanish and Portuguese speaking markets. The satellite currently transmits more than 175 news, sport, music and entertainment channels reaching over 14 million homes and more than 4,000 cable head-ends across Latin America.

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## About IPTV Americas

IPTV Americas is the first company to provide IPTV on MPEG-4 (H.264 AVC) to Cable and Telecommunication Operators in Latin America and The Caribbean, with a full complement of technological and programming solutions. **Website:** [http://www.iptv-americas.tv/index\\_2.php](http://www.iptv-americas.tv/index_2.php)

## About SES NEW SKIES

SES NEW SKIES is an SES company (Euronext Paris: SESG) (Luxembourg Stock Exchange: SESG) offering satellite communication services to a range of customers including telecommunications providers, broadcasters, corporations and governments around the world. SES NEW SKIES has a global fleet of seven satellites in orbit, with three additional spacecraft under construction (NSS-9, NSS-12 and NSS-14) and ground facilities around the world. Headquartered in The Hague, the company has offices in Johannesburg, Sao Paulo, Singapore, Sydney and Washington, D.C. In addition to SES NEW SKIES, SES wholly owns the market-leading satellite operators SES ASTRA in Europe and SES AMERICOM in North America, 90% of SES SIRIUS in Europe, and strategic participations in Ciel in Canada and Quetzsat in Mexico. SES provides outstanding satellite communications solutions via a global fleet of 39 satellites in 26 orbital locations. Further information on the company is available at [www.ses-newskies.com](http://www.ses-newskies.com) and on SES at [www.ses.com](http://www.ses.com)