



Press release

SES Launches New HD+ IP Streaming Service in Germany

New service will leverage IP streaming to deliver 50 HD channels and content libraries and can expand HD+ reach by 20 million homes

Luxembourg, 9 November 2021 – SES today announced HD+ IP, a new Internet-based streaming service in Germany that provides subscribers with access to 50 HD channels and libraries with more content without needing to have a satellite, cable or DVB-T2 TV connection. Launching in December, the new HD+ IP streaming service will expand SES's addressable market by additional 20 million households in Germany. The TV-app-based service will be downloadable or come pre-installed on a variety of smart TVs with Panasonic as an initial launch partner.

Comparable with the current HD+ service for satellite TV-households, HD+ IP subscribers can watch both linear TV as well as on-demand programmes and content without additional or proprietary devices – everything is delivered through the HD+ IP app directly integrated in TVs. HD+ IP will offer over 50 HD channels, including public and private channels, with wide coverage as well as access to multiple media libraries with on-demand content. HD+ IP comes with popular features like an interactive TV guide, instant restart of live TV and more.

“The launch of HD+ IP is the beginning of a new era for HD+ as it gives viewers the choice in how they want to watch TV. HD+ IP is especially important in terms of expanding our base of potential customers to practically every household given the reach of high-quality internet connections across the country. This is also a milestone for our trading partners as the marketing of HD+ has never been this easy and attractive before,” said Norbert Hölzle, the Senior Vice President Commercial leading DACH by SES and additionally Managing Director of HD+.

HD+ IP will be available for owners of new Panasonic TVs through an automatic software update in December 2021. Panasonic was also the first launch partner to integrate HD+ into its TV sets in 2019.

About HD+ subscriptions

HD+ subscribers will be able to enjoy the new HD+ IP service for free for a month; after that, they can choose between a monthly subscription for 6€ a month (via HD+ webstore) or the purchase of a 12-month long extension using a prepaid voucher for 75€ (in specialized stores or HD+ webstore). HD+ subscribers can additionally subscribe to HD+ ToGo to enjoy all the functions of HD+ on their smartphones and tablets. Households with satellite reception will continue to receive HD+ via ASTRA satellites with no change to their high-quality HD and UHD experience.

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About SES

SES has a bold vision to deliver amazing experiences everywhere on earth by distributing the highest quality video content and providing seamless connectivity around the world. As the leader in global content connectivity solutions, SES operates the world's only multi-orbit constellation of satellites with the unique combination of global coverage and high performance, including the commercially-proven, low-latency Medium Earth Orbit O3b system. By leveraging a vast and intelligent, cloud-enabled network, SES is able to deliver high-quality connectivity solutions anywhere on land, at sea or in the air, and is a trusted partner to the world's leading telecommunications companies, mobile network operators, governments, connectivity and cloud service providers, broadcasters, video platform operators and content owners. SES's video network carries over 8,650 channels and has an unparalleled reach of 361 million households, delivering managed media services for both linear and non-linear content. The company is listed on Paris and Luxembourg stock exchanges (Ticker: SESG). Further information is available at: www.ses.com.