



## Press release

### **bmt Extends HD Capacity Agreement with SES on ASTRA 19.2 degrees East**

*Bavarian audiences will continue to receive free-to-air local and regional HD TV channels via satellite*

Luxembourg, 27 April 2021 – Bayerische Medien Technik GmbH (bmt) has extended its partnership with SES, the global leader in content connectivity solutions, in a multi-year agreement to continue using SES’s satellites at its prime TV neighbourhood at ASTRA 19.2 degrees East to broadcast Bavarian local TV channels in HD. bmt is a subsidiary of the Bayerische Landeszentrale für neue Medien (BLM), the regulatory authority for new media in Bavaria, and of the Bayerischer Rundfunk (BR), the Bavarian broadcasting association.

bmt will continue to receive funding from the Free State of Bavaria, enabling the broadcasting of 14 free-to-air channels, including local TV stations from Munich and Nuremberg, to audiences across Bavaria.

“The increasing viewership and high popularity ratings of the current programming in the past two years show how much viewers appreciate reliable information from their region, especially in the news-heavy times of the pandemic. With the transmission of local TV programmes via SES’s ASTRA satellites, we are able to successfully reach the widest audiences and bring their favorite content in HD quality,” said Siegfried Schneider, President of BLM.

“SES’s partnership with bmt underscores the growing significance of regional TV offerings and the value local content brings to audiences that look for a tailored viewing experience. With our prime satellites at 19.2 degrees East, we ensure consistent delivery of local programming to the millions of viewers in Bavaria with the best image and sound quality,” said Christoph Mühleib, Managing Director of ASTRA Deutschland GmbH.

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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 8,200 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](http://www.ses.com).