

# BRINGING CHOICE TO ENTERTAINMENT

SES & Kiwisat

## Case Study

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### Industry

Broadcasting

### Location

The Caribbean

SES<sup>▲</sup>

An aerial photograph of a tropical coastal town. The foreground shows a large, multi-story building with a white facade and red roof. The middle ground features a wide, sandy beach with many people, surrounded by colorful buildings and palm trees. The background is dominated by a large, dark green hill with a few communication towers on top. The sky is blue with scattered white clouds. The overall scene is bright and sunny.

Together with Kiwisat, we're providing DTH services to deliver a wide range of premium HD content across the Caribbean at an affordable price.

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**130**  
channels

**80**  
HD channels

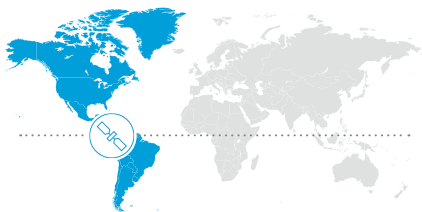
The Caribbean islands bring a certain picture to mind. Crystal clear waters. Perfect white sand beaches. Swaying palms, and a laidback approach to life. Yet, when hurricanes strike, all that can change. The Caribbean sees an average of eight hurricanes each year, placing great challenges before the people who live there. After Hurricane Irma hit St. Martin in 2017, 75% of the island was destroyed. People had no access to internet, TV, electricity, or water. Customers lost their TV services due to destroyed infrastructure, making it extremely difficult to get their services back online. With satellite television, TV services can be back up and running within a couple of hours after the storm passes.

Kiwisat launched its Direct-to-Home (DTH) service together with SES at the start of 2018. Its goal is to provide Caribbean customers with the first reliable pay-TV DTH service, offering a broad range of premium content at an affordable price. The issues with terrestrial TV infrastructure in hurricane-prone regions meant that customers were not getting the services they were paying for. Over Kiwisat's first few months of operations, 3000 people started their DTH TV services much faster than they would have been able to via cable TV or internet TV. The company's rollout plan started on the island of St. Martin, and will extend to other islands across the region.

Prior to the launch of Kiwisat, St. Martin residents had very few options for entertainment, and those that were available were expensive. With Kiwisat, they have greater choice in what they watch, at an affordable price. The Kiwisat DTH offer includes three packages, with the top package providing access to more than 130 channels, including 80 in HD.

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**SES-10**

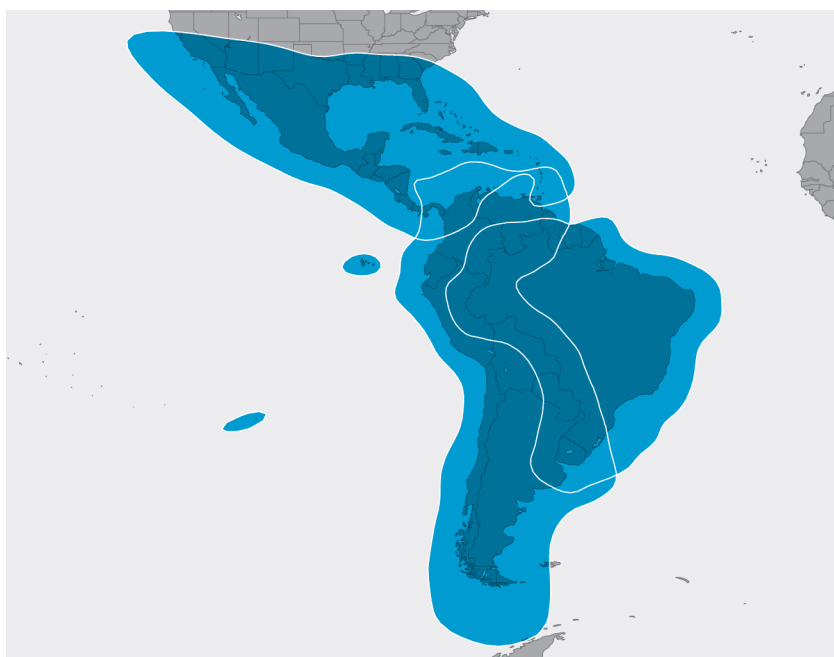


Orbital location

**67°W**

Coverage

**North America,  
Latin America &  
the Caribbean**



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Today, Kiwisat offers the most comprehensive package of HD channels over the region

The service uses capacity on the SES-10 satellite, which launched in 2017. It was designed for the specific needs of broadcasting to the Caribbean and Latin America, where weather conditions can pose greater challenges to television services. Today, Kiwisat offers the most comprehensive package of HD channels over the region, using the latest compression, encoding and modulation technologies to ensure the longevity of the service. Kiwisat's initial DTH service was based on programming in English and French, and will add Spanish-language programming soon.

Our partnership has extended all the way from the beginning, when Kiwisat's CEO approached SES at a fair, through to the realisation of the project. Our experts have worked together with Kiwisat every step of the way to help them deploy a complete, end-to-end DTH solution. This includes our ELEVATE installer training programme, which ensures the set-up and installation at the consumer's home is conducted to the highest standards. This allows for the end-consumer to have the best possible viewing experience.



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“SES has deep experience in starting a direct-to-home TV service from zero, and they gave us everything we needed. At Kiwisat, we have full confidence in working with SES to achieve our goals.”



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**ANDREW WANG**  
CEO of Kiwisat



For additional information on this project,  
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