

ENHANCING BROADCASTER GROWTH

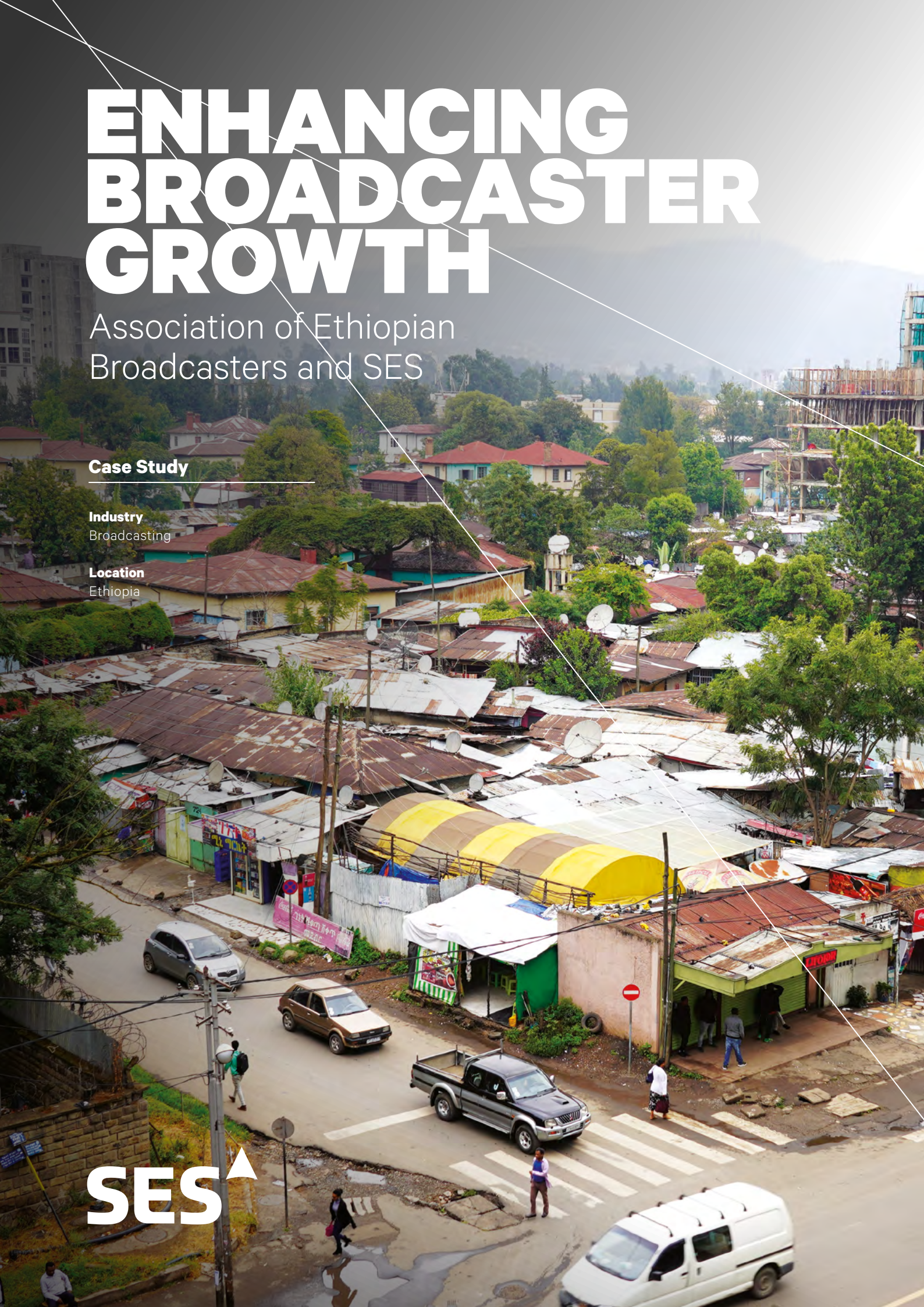
Association of Ethiopian
Broadcasters and SES

Case Study

Industry
Broadcasting

Location
Ethiopia

SES[▲]



Together with Ethiopian broadcasters, we're enabling viewers nation-wide to access local content.

Our Ethiosat TV platform is helping public and private broadcasters distribute the most relevant/local content to the people of Ethiopia in high definition—supporting long-term industry growth.

Ethiopia's rapidly growing broadcast industry has created new jobs, connected more communities, and spurred economic development. Previously limited to one government-controlled terrestrial station, viewers living in rural areas—80% of the country's population—now have access to 19 high-quality local public and private channels via satellite, the same as viewers living in urban centres. Ethiopians nationwide can now enjoy more content that reflects their country's diverse culture and talent.

When direct-to-home (DTH) satellite technology became more accessible, the Ethiopian government partnered with satellite providers that operate throughout the Middle East and North Africa (MENA) region to improve broadcaster reach and reliability. Providers in the established MENA market added Ethiopian channels to their international channel bouquets, however this meant high costs for Ethiopia's young TV market, since consumers would need a paid subscription to view the Ethiopian content. And since this included all content broadcasting across the region, viewers would see ads intended for markets in other parts of MENA, impacting Ethiopian broadcasters' ability to foster relationships with local advertisers.

The Association of Ethiopian Broadcasters (AEB) was formed to strengthen partnerships with satellite providers, negotiate bulk service costs, and address broadcast regulatory issues. After providing video contribution services via satellite to Ethiopia for more than 20 years, SES offered the AEB a dedicated TV platform—Ethiosat.

Ethiosat, a custom free-to-air (FTA) TV platform exclusive to Ethiopia, delivers a bouquet of the most popular local channels to Ethiopian DTH homes in high-definition (HD) quality. Consolidating all Ethiopian TV channels and broadcasting them from one orbital position will fuel growth in the Ethiopian media sector. Ethiosat will allow local channels to easily expand their audience reach, foster healthy and growing advertising markets, and allow broadcasters to deliver a greater variety of content—including locally relevant content. Using our NSS-12 satellite, the platform



112M

population

29

SD channels

19

HD channels



delivers channels through an end-to-end broadcast ecosystem, which consumers access by turning their satellite dish to 57°E. Ethiosat now enables viewers to watch more than 19 HD channels—for the first time in the country's history.

By leveraging our proven expertise in DTH implementation, we are helping Ethiopian broadcasters to centralise their operations, bring their content to new audiences, and develop a path to enter international markets. Our local office enables us to collaborate with broadcasters on market development strategies, while ensuring they have access to 24/7 technical support to minimise service interruptions, and continuously provide superior viewing experiences. We also launched our ELEVATE satellite installation training programme, which has certified more than 3,000 installers across Ethiopia to date—creating more job opportunities, and building awareness of Ethiosat.

“In addition to our satellite capacity, SES continues to provide on-the-ground services to ensure viewer satisfaction and the ongoing success of Ethiosat,” said Abdikadir Awabdi, Regional Manager, Sales SES Video Eastern Africa. “We will continue to support the AEB in every aspect of broadcasting by providing end-to-end managed media services, and enable Ethiopian broadcasters to offer their viewers HD-quality content that was only available on international channels previously.”

Ethiopians are increasingly using TV to share vital information related to news, education, entertainment, and culture. HDTV sets have become more popular, prompting broadcasters to deliver content in HD, which they weren't able to do through MENA satellite providers. Ethiosat ensures broadcasters can reliably deliver high-quality content that impacts the well-being of their audiences, while creating more partnership opportunities with local advertisers and other broadcasters. A more robust TV landscape generates new opportunities for local personalities, who often play critical roles in supporting their communities.

“In a country with more than 100 million people, health communications are essential to relaying information that prevents people from becoming ill,” said Dr Mellon Bekele, Co-founder of AfriHealth TV, a 24-hour health channel. “The fact that we have access to a platform that allows us to broadcast in HD quality helps us encourage the public to keep coming back for information that's vital to their well-being.”

As Ethiopia's broadcast industry continues to grow, Ethiosat is designed to accommodate more market players, adapt to changing video technology, and integrate with complex, end-to-end content distribution processes in the future. This proven platform enables us to deliver innovative broadcast solutions designed to support the growth of developing regions.

“When we rolled out Ethiosat, SES closely collaborated with us, to ensure that we're consistently delivering high-quality content to our audiences. Their engagement with our teams—opening an office here, designing a platform for the Ethiopian footprint, and supporting a technical strategy for training satellite installers—shows how committed they are to investing in this market.”



AMMAN FISSEHAZION

CHAIRMAN, ASSOCIATION OF ETHIOPIAN BROADCASTERS & CEO, EBS TV



www.ebstv.tv

For additional information on this project,
please write to info@ses.com

SES HEADQUARTERS

Château de Betzdorf
L-6815 Betzdorf
Luxembourg

Published in June 2020.
This document is for informational purposes only and it
does not constitute an offer by SES.

SES reserves the right to change the information at
any time, and assumes no responsibility for any errors,
omissions or changes. All brands and product names
used may be registered trademarks and are hereby
acknowledged.

For more information about SES,
visit www.ses.com

