

Case Study

# MagtiSat Uplink



საქართველო  
MAGTISAT

**Industry:** Media & Broadcast  
**Location:** Tbilisi, Georgia

When MagtiCom, the largest telecommunications company in Georgia decided to set up the country's first direct-to-home satellite service MagtiSat, they called in SES. From day one, SES were on the ground helping install a vital uplink station at the MagtiCom headquarters.



## CLIENT

MagtiCom is the biggest telecommunications company in the Eastern European country of Georgia, providing fixed and mobile phone services. In 2012 MagtiCom launched a satellite pay-TV service, MagtiSat, with over one hundred thousand customers by 2014.

## CHALLENGE

MagitCom wanted to launch the first digital TV service available to all homes across the country, providing an alternative to the existing Government-owned analogue terrestrial service. While the company had a mobile phone infrastructure, it did not have the ability to deliver high resolution digital TV.



## SCOPE

The MagtiCom service covers all of Georgia's 1.2 million households, which can often be found in remote and mountainous regions that would be hard to reach with other technology.

## SOLUTION

SES provided four transponders on the Astra 4B satellite delivering 112 digital channels, six in HD. The content was originally uplinked from an SES site in Stockholm, Sweden, but as the service matured, SES helped MagtiCom build its first dedicated satellite uplink. It is now broadcasting four channels of its own from its headquarters in the capital Tbilisi, as well as uplinking content from other local TV companies to generate additional revenue. Using its experience from other countries, SES also advised MagtiCom on the many regulatory challenges of starting a new TV service, helping to get all the elements of technology, marketing and regulation to market as efficiently as possible.

*// SES also advised us on our regulatory challenges in establishing the TV channels. Not only did they give us marketing support but they also helped ensure that we were giving the people of Georgia what they needed, because, of course, SES has multi-market experiences that they can draw upon and we can benefit from that.*

DAVID LEE,  
President, MagtiCom

For additional information about the project please write to [info@ses.com](mailto:info@ses.com).

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