

Case Study

# Platco Digital



**Industry:** Media & Broadcast  
**Location:** South Africa

South Africa's first free-to-view digital television platform, OpenView HD, was launched to the country by Platco Digital in October 2013. SD and HD content is delivered via satellite capacity on SES-5 at 5° East, one of SES' flagship orbital slots for Africa.



#### CLIENT

Platco Digital (Platco) launched OpenView HD, a free-to-view direct to home (DTH) satellite offering on 15<sup>th</sup> October 2013. It has been established to provide solutions for multi-channel carriage and distribution on DTH, digital terrestrial television (DTT) and mobile TV. OpenView HD will carry licensed free TV channels locally and, ultimately, in the rest of Africa. Platco Digital is owned by Sabido Investments (Pty) Limited, the holding company of free-to-air broadcaster e.tv.

The platform was launched because Platco Digital believes every South African is deserving of good quality TV. Platco Digital is pioneering this change in both DTT and DTH through its Platform OpenView HD.

#### CHALLENGE

Platco Digital wanted to roll out its OpenView HD subscription-free digital TV service to homes across South Africa, providing more variety and more channels including high definition broadcasts. It faced a competitive digital terrestrial broadcast industry with changing regulations and allocation of broadcast multiplexers as well as the challenge of managing the latest set-top-box technologies. A competing broadcaster had also signed up satellite equipment installers on exclusive contracts.

#### SCOPE

Platco Digital targeted medium to low income households across South Africa that wanted more TV viewing choice but didn't want to pay a monthly subscription.

#### SOLUTION

With support from SES from the very beginning of the project, Platco Digital was able to find the best possible solutions to sit alongside its digital terrestrial and mobile TV services. SES provided Ku-band capacity on its SES-5 satellite to provide an alternative to using the digital terrestrial network and by providing marketing support and its expertise in building a network of installers in a very competitive marketplace, SES continues to support the growth of the business.

*// Platco Digital offers local and international television businesses the opportunity to broadcast free-to-air channels on the DTH platform, in addition to the Digital Terrestrial Television and Mobile TV platforms. Sabido is excited about this new multi-platform initiative, which provides South African and African viewers more entertaining, informative and educational programming for free.*

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MD Platco Digital

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

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