

SES reach YE2013



Agenda

- 1) **SES reach worldwide**
- 2) **The European TV market**
- 3) **SES reach in Europe**
- 4) **Update on the UK/Ireland TV market**

SES reach worldwide



291m

Satellite, Cable and IPTV homes



106m
Satellite homes



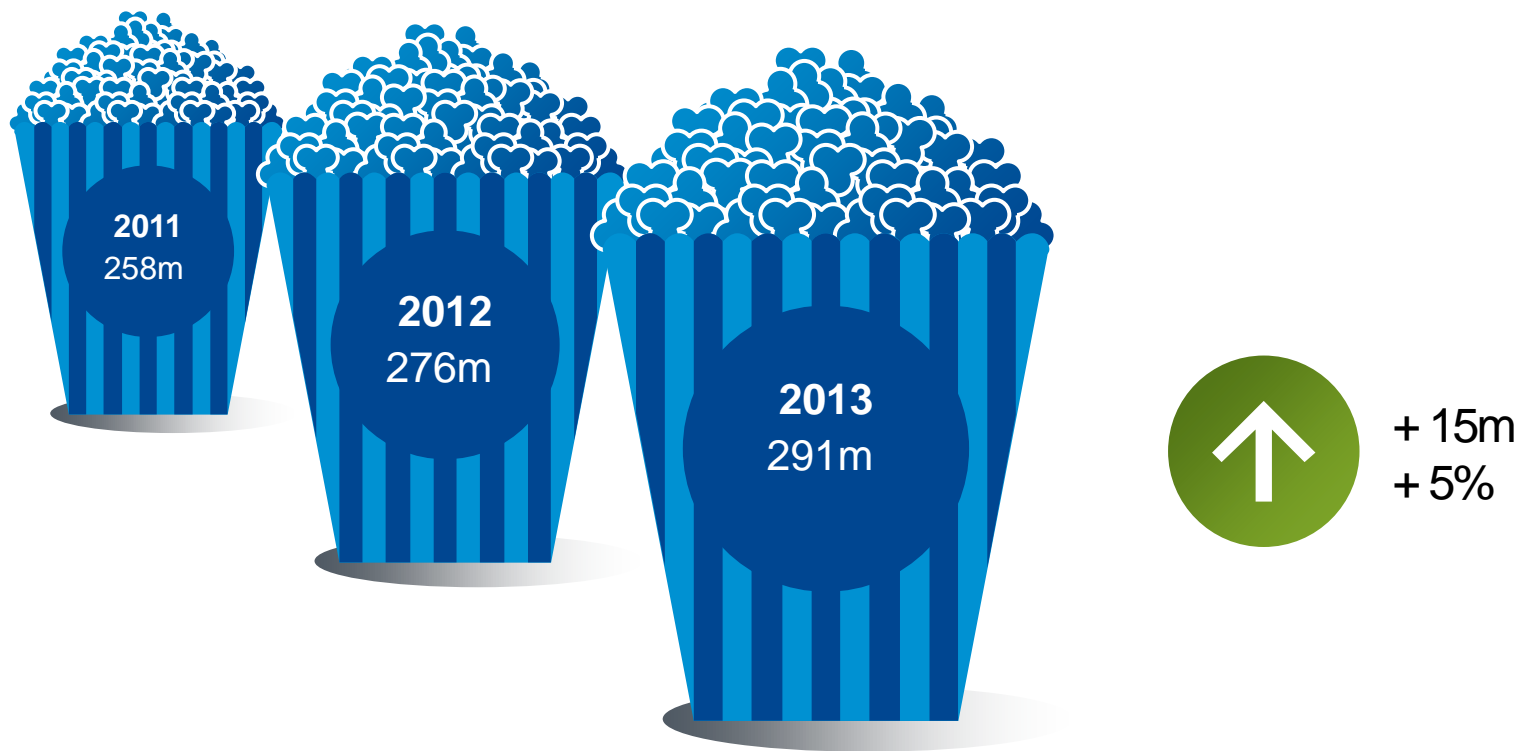
more than **153m**
Cable homes



over **32m**
IPTV homes

Source: SES, European Satellite Monitor YE13, B2B surveys among cable head-ends in North and Latin America, Pay-TV operators' figures, SES analyses & estimates ;
Note: SES reach includes subscribers reached via Ciel-2's spot beams

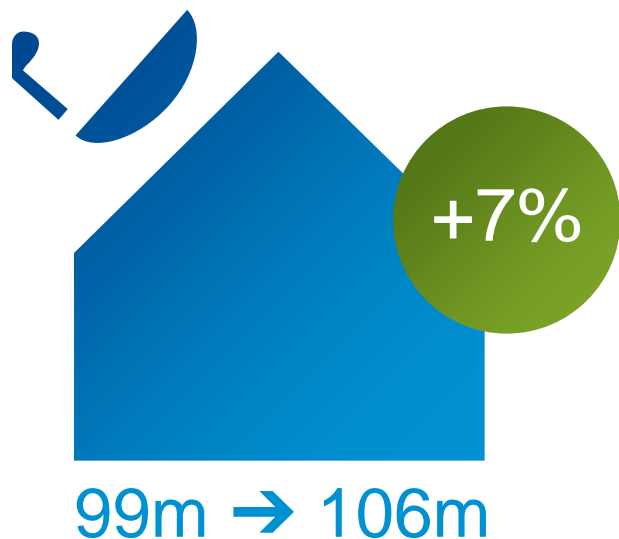
SES worldwide reach keeps growing



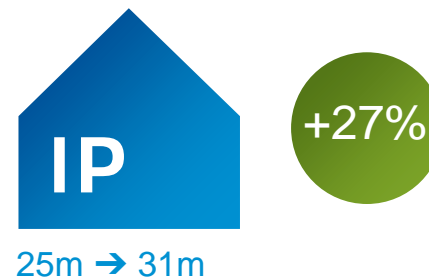
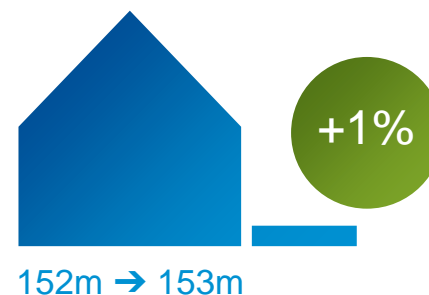
Source: SES, European Satellite Monitor YE13, B2B surveys among cable head-ends in North and Latin America, Pay-TV operators' figures, SES analyses & estimates ;
 Note: SES reach includes subscribers reached via Ciel-2's spot beams

SES reach development YE12 → YE13

Direct reach – Satellite homes

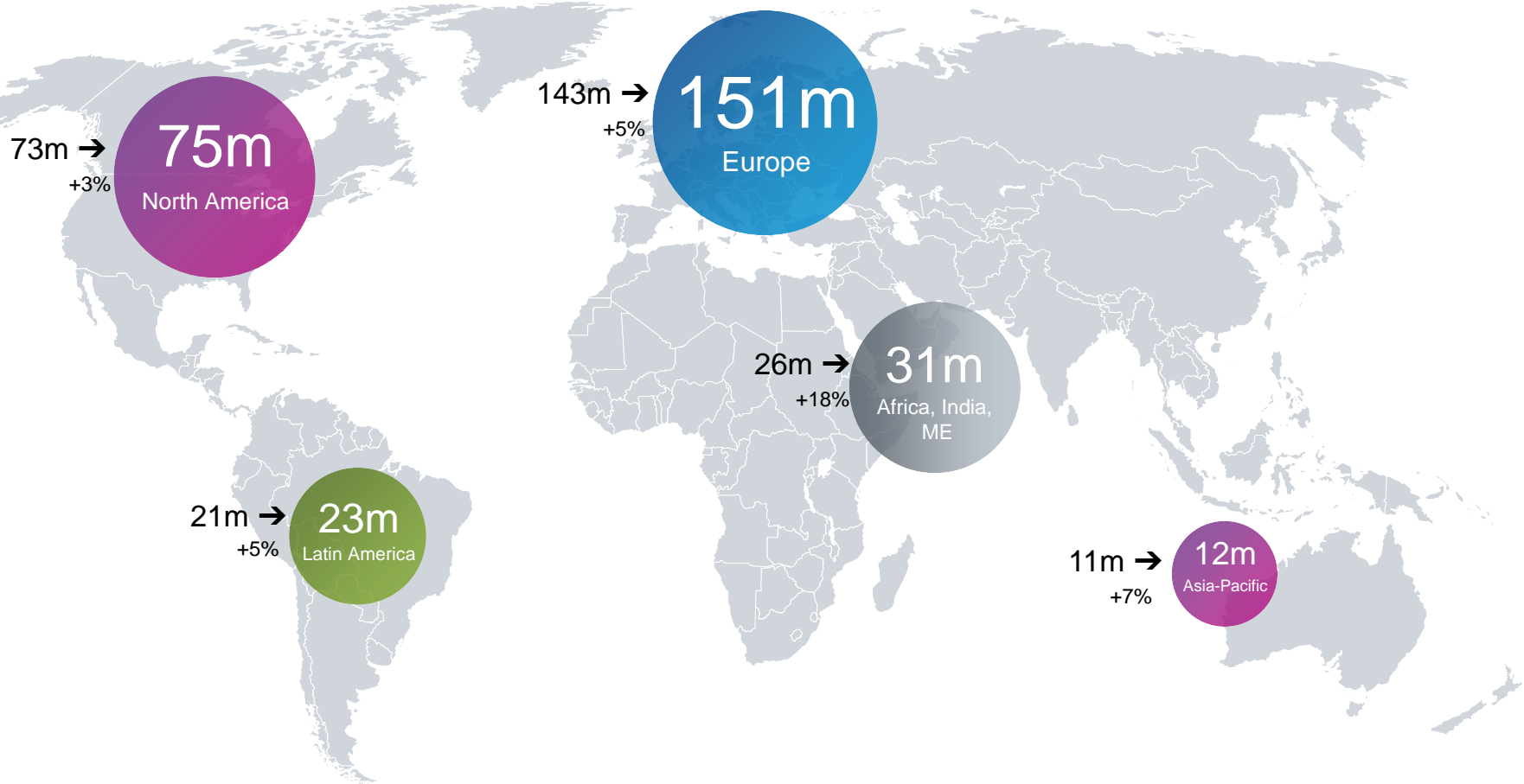


Indirect reach



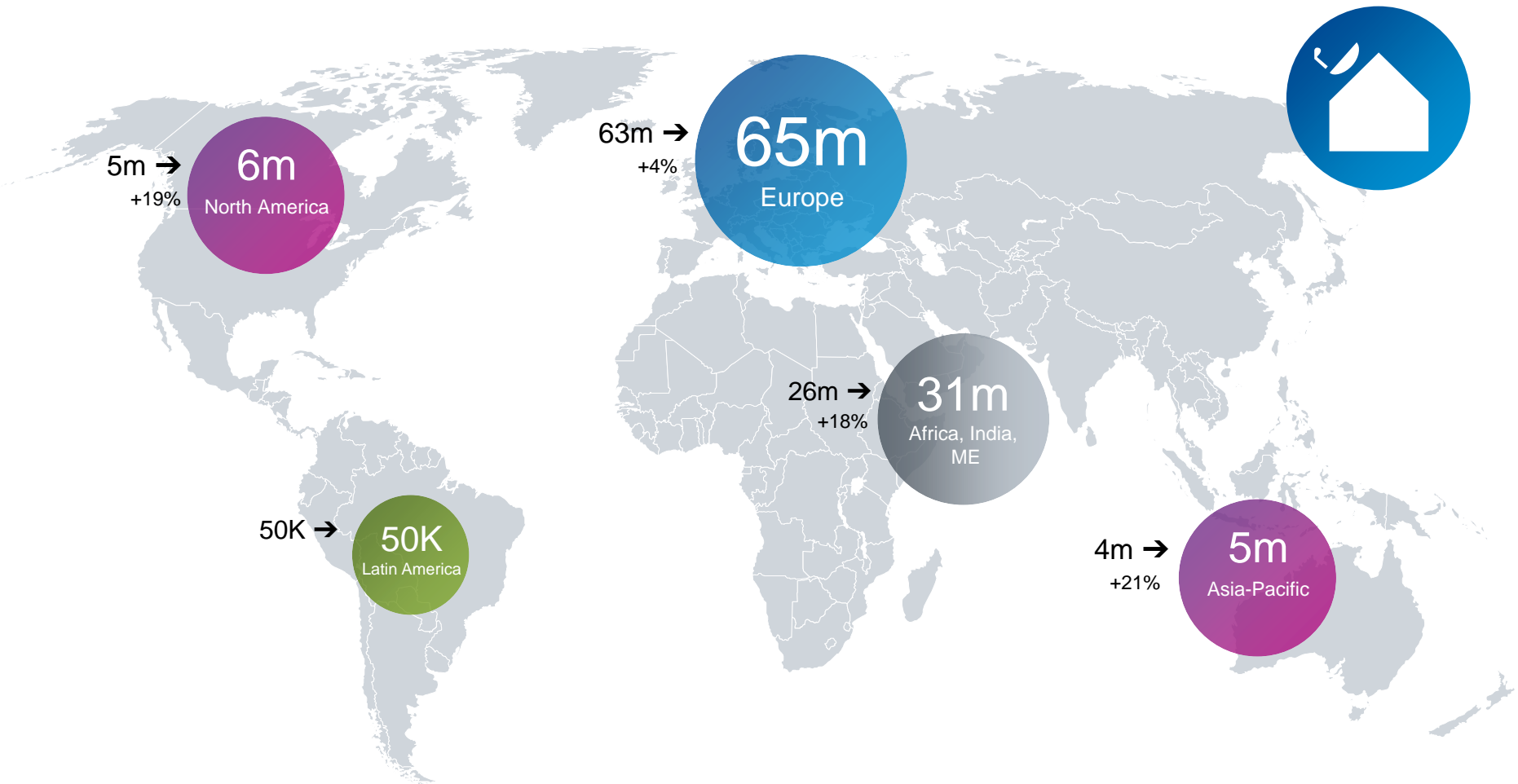
Source: SES, European Satellite Monitor YE13, B2B surveys among cable head-ends in North and Latin America, Pay-TV operators' figures, SES analyses & estimates ;
 Note: SES reach includes subscribers reached via Ciel-2's spot beams

SES reaches 291 million TV homes



Source: SES, European Satellite Monitor YE13, B2B surveys among cable head-ends in North and Latin America, Pay-TV operators' figures, SES analyses & estimates ;
 Note: SES reach includes subscribers reached via Ciel-2's spot beams

SES reaches 106 million Satellite homes



Source: SES, European Satellite Monitor YE13, B2B surveys among cable head-ends in North and Latin America, Pay-TV operators' figures, SES analyses & estimates ;
Note SES reach includes subscribers reached via Ciel-2's spot beams

SES reach in North America

Over
75m

TV homes



5.7m
Satellite homes



59m
Cable homes



11m
IPTV homes



Source: SES, European Satellite Monitor YE13, B2B surveys among cable head-ends in North and Latin America, Pay-TV operators' figures, SES analyses & estimates ;
Note: SES reach includes subscribers reached via Ciel-2's spot beams

SES reach in Latin America

23m

TV homes



50K Satellite homes served from 125°W



22.5m Cable homes served from 40.5°W



SES reach in Africa, India, Middle East

31m

Satellite homes



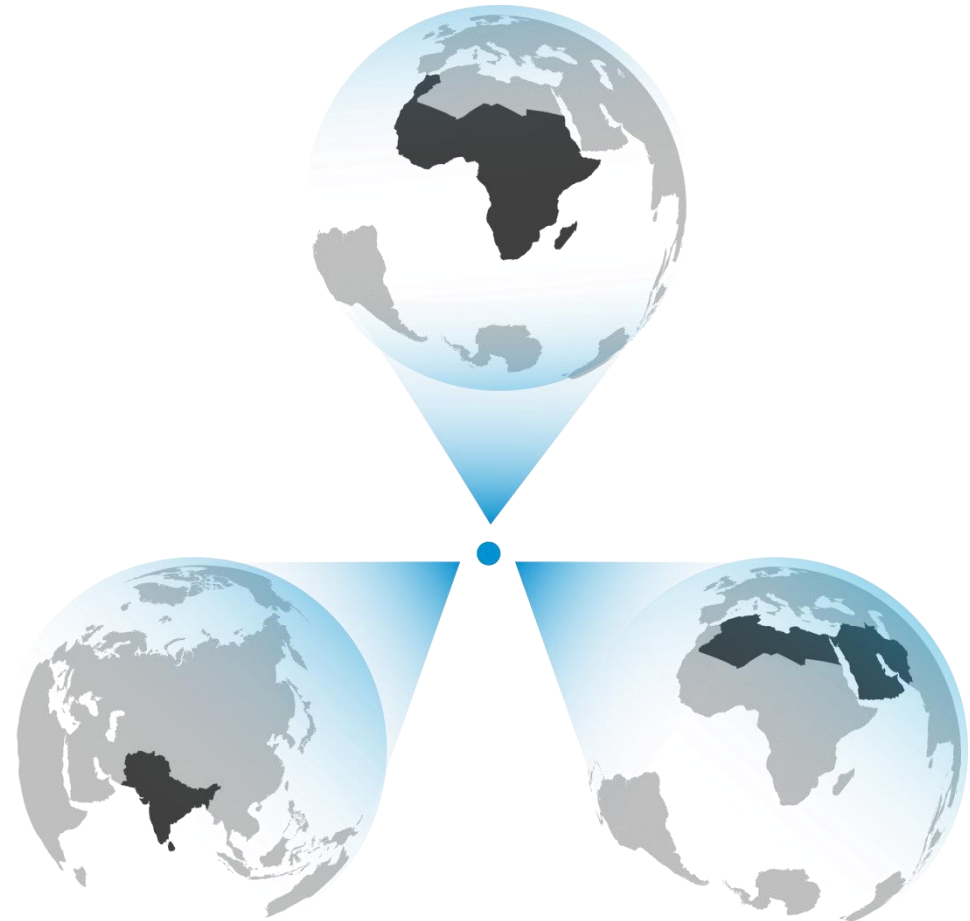
India served from
95°E and **108.2°E**



Africa served from
22°W, **5°E** and **28.2°E**



Middle East served from
Yahsat at **52.5°E**



SES reach in Asia-Pacific

12m

TV homes



4.5m Satellite homes



7m Cable homes



served by SES satellites at **95°E and 108.2°E**

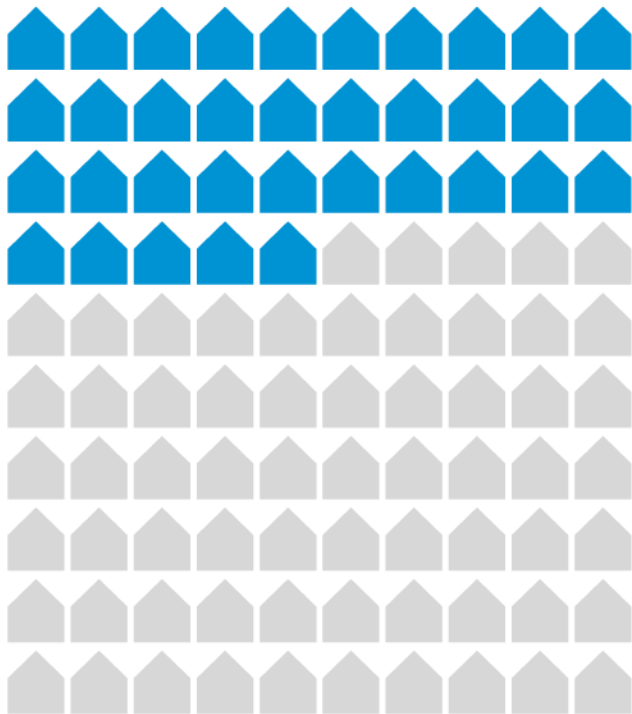


Year End 2013

The European TV market



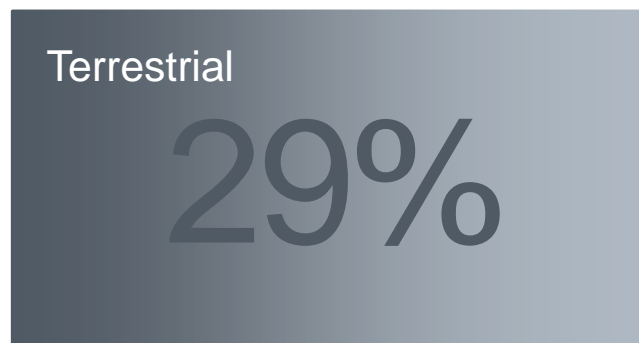
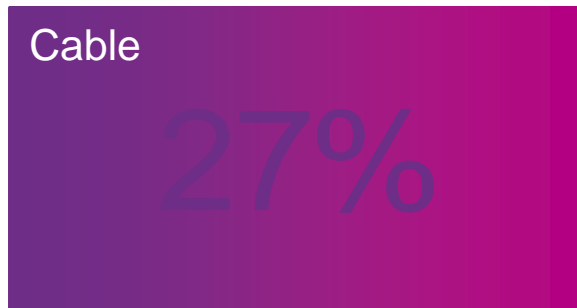
Satellite stays the most widespread TV reception mode



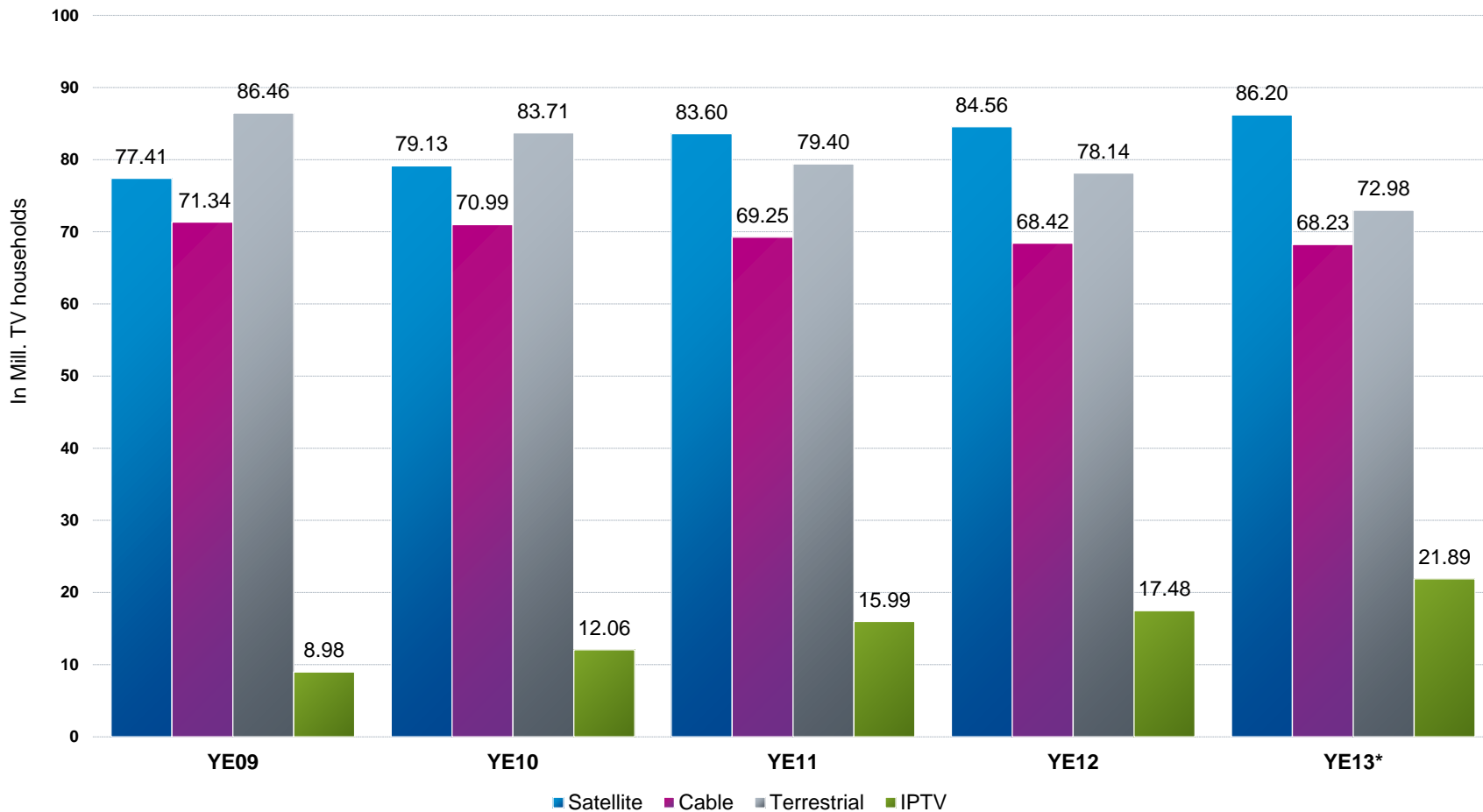
35%

of TV homes in Europe
are receiving TV via Satellite (vs. 34% at YE12)

249m TV homes in Europe

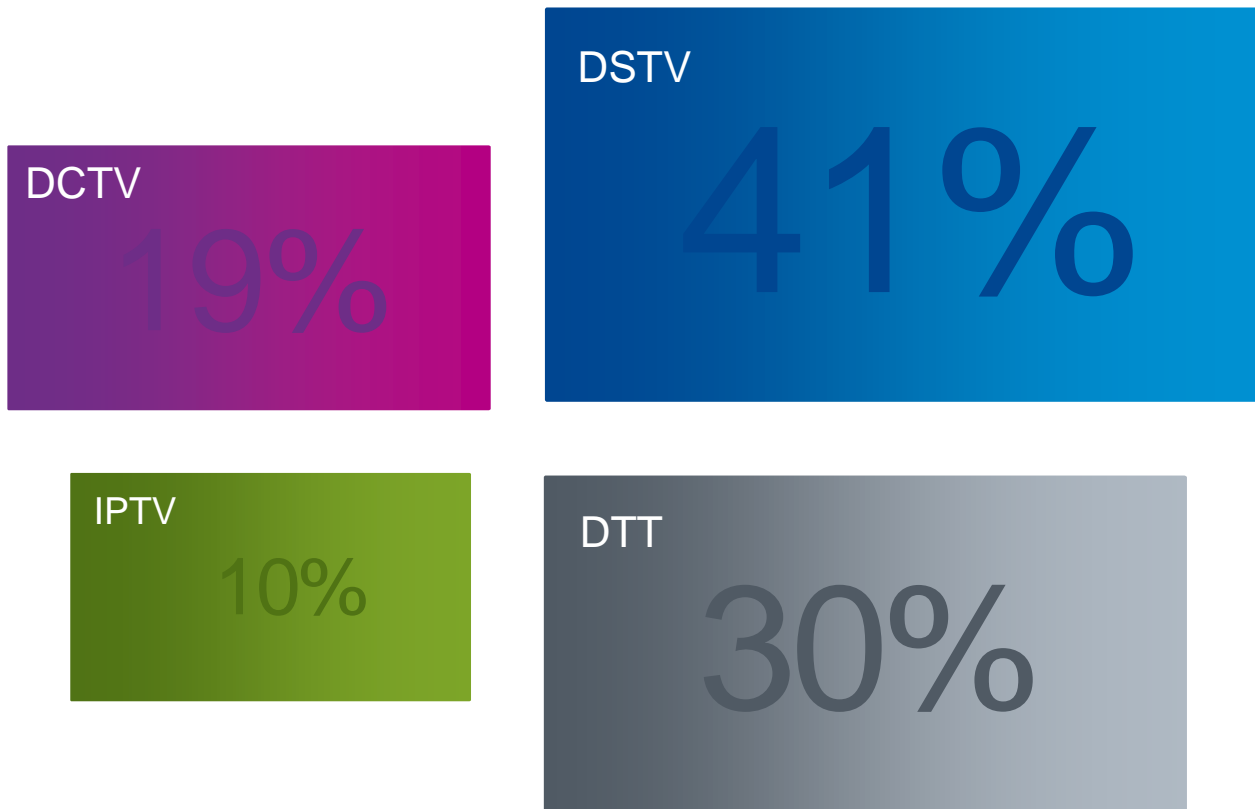


TV reception trends continue

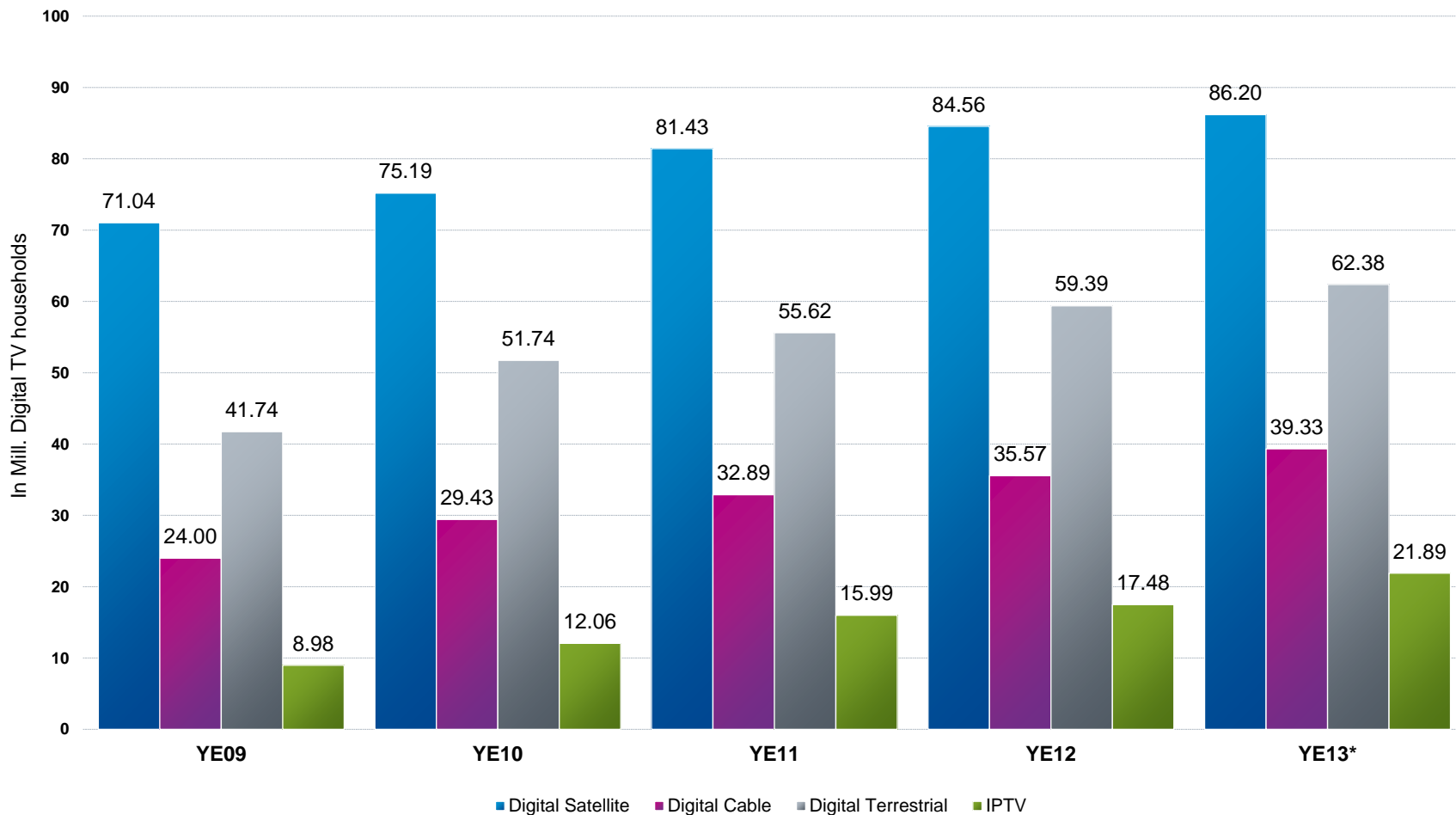


*23 out of 35 countries updated at YE2013
 Source: Satellite Monitor

210m digital TV homes in Europe

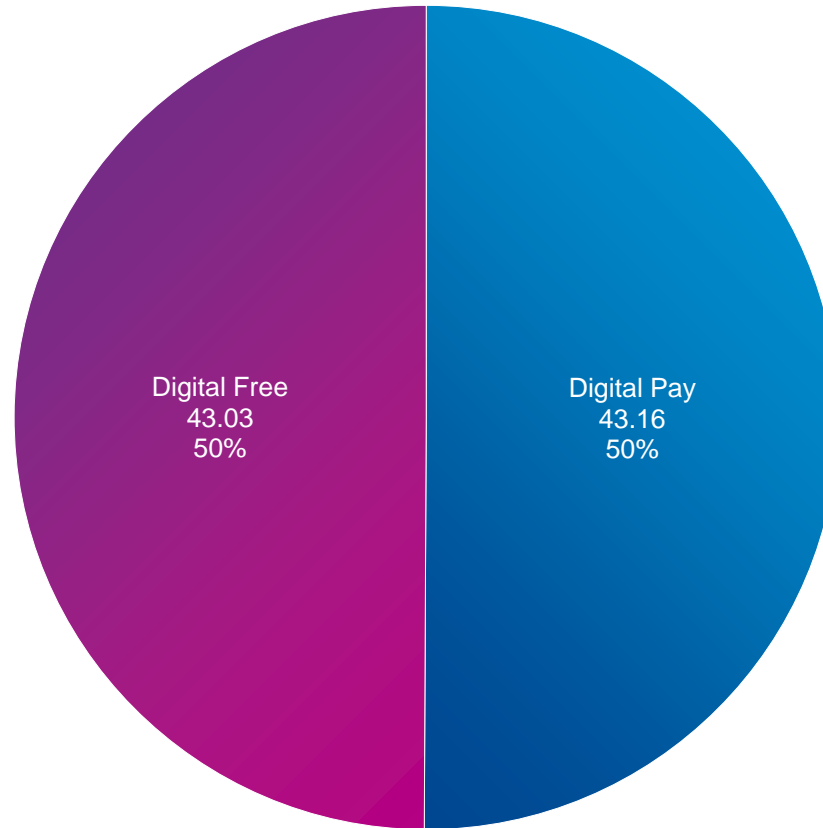


Satellite leads the digital market by far



*23 out of 35 countries updated at YE2013
 Source: Satellite Monitor

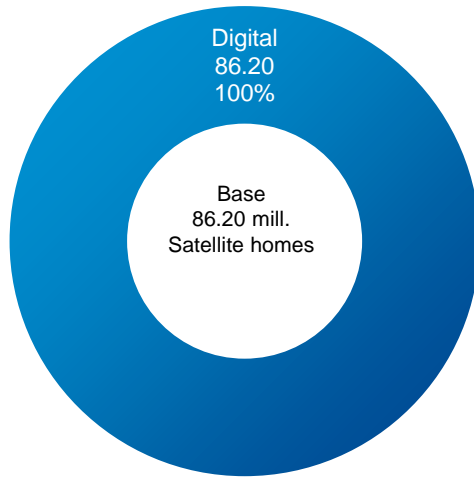
50/50 split amongst Satellite homes



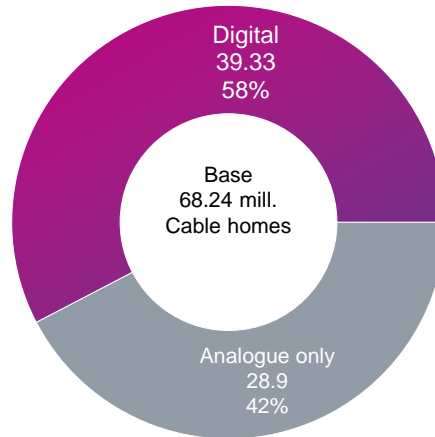
23 out of 35 countries updated at YE2013
 Base: 86.20 Mill. Satellite Households
 Source: Satellite Monitor

Digitalisation rates keep increasing in Cable and Terrestrial

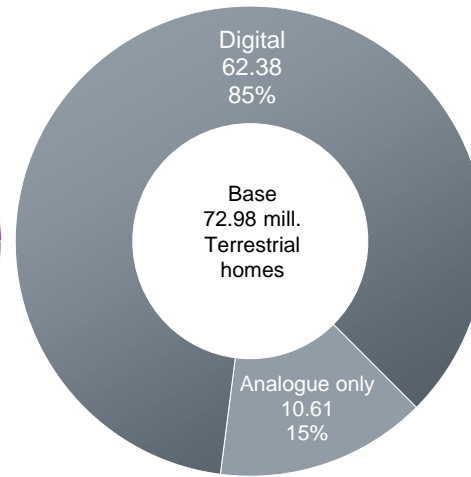
SATELLITE



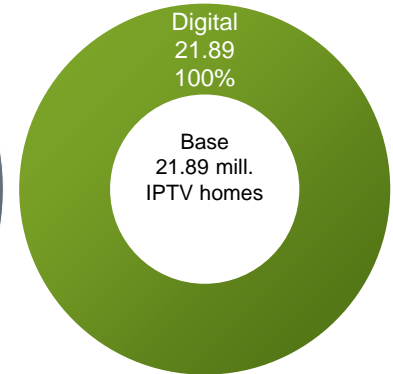
CABLE



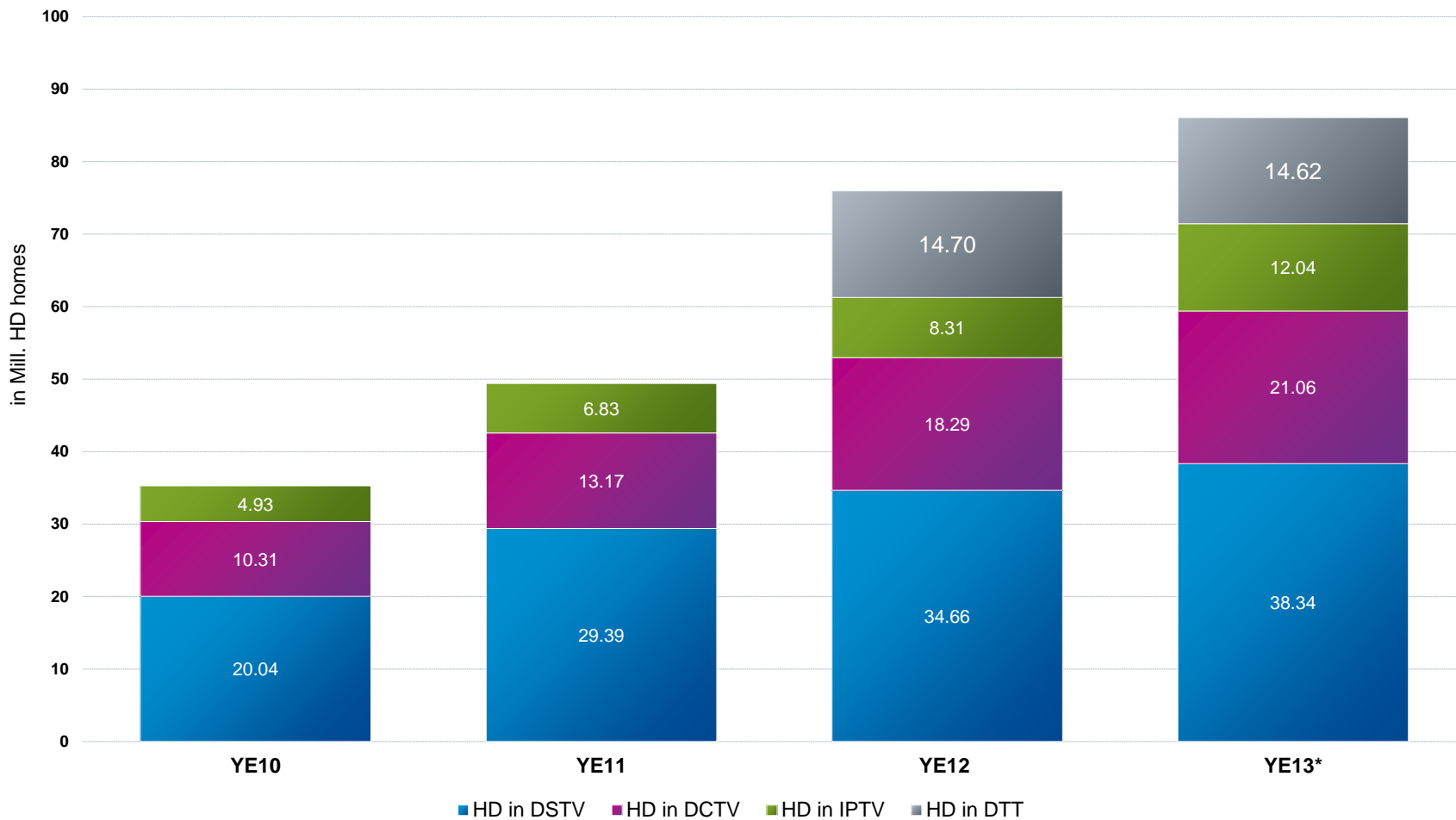
TERRESTRIAL



IPTV

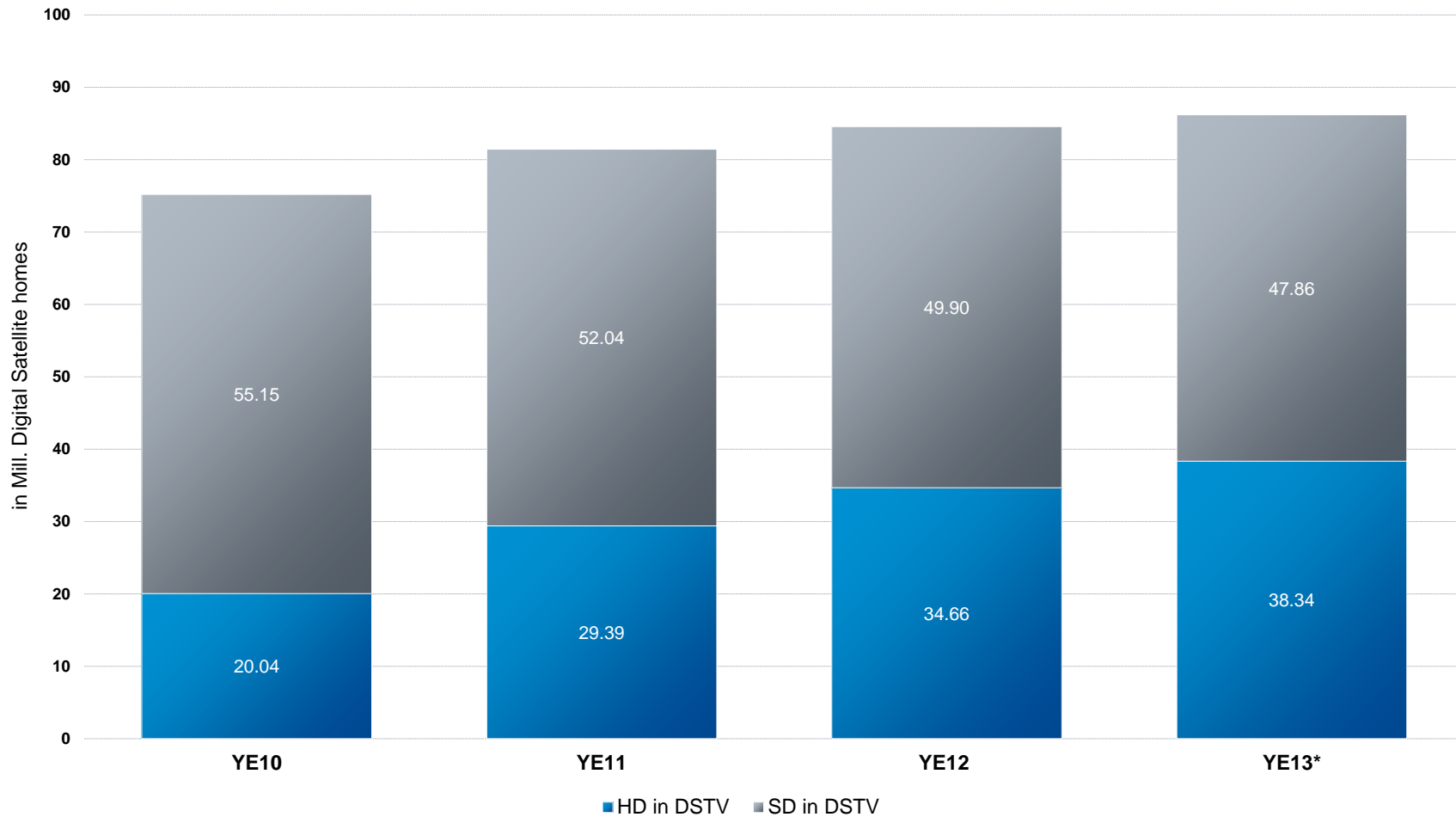


86m TV homes are watching HD



*23 out of 35 countries updated at YE2013
 Source: Satellite Monitor

45% of Satellite homes are watching HD



*23 out of 35 countries updated at YE2013
 Source: Satellite Monitor



SES reach in Europe

SES reach in Europe

151m

TV homes



65m
Satellite homes



65m
Cable homes



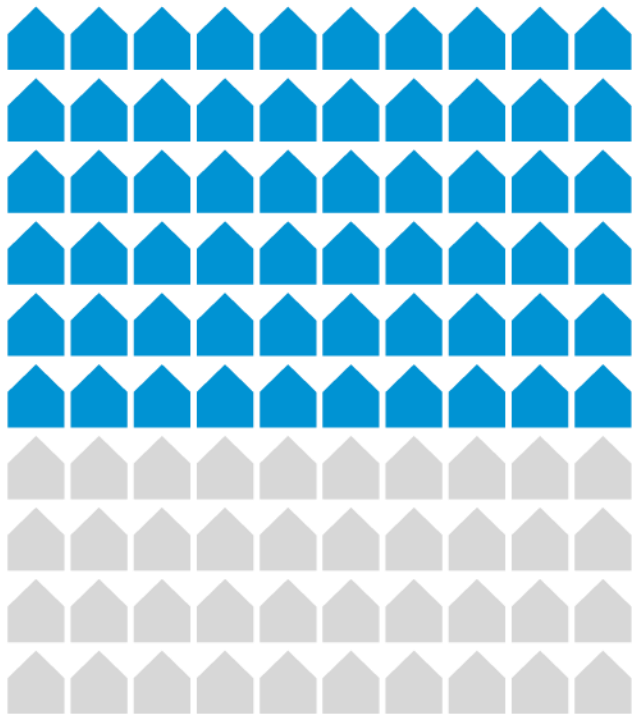
21m
IPTV homes



served by SES satellites at
5°E, 19.2°E, 23.5°E, 28.2°E or 31.5°E



SES confirms strong position

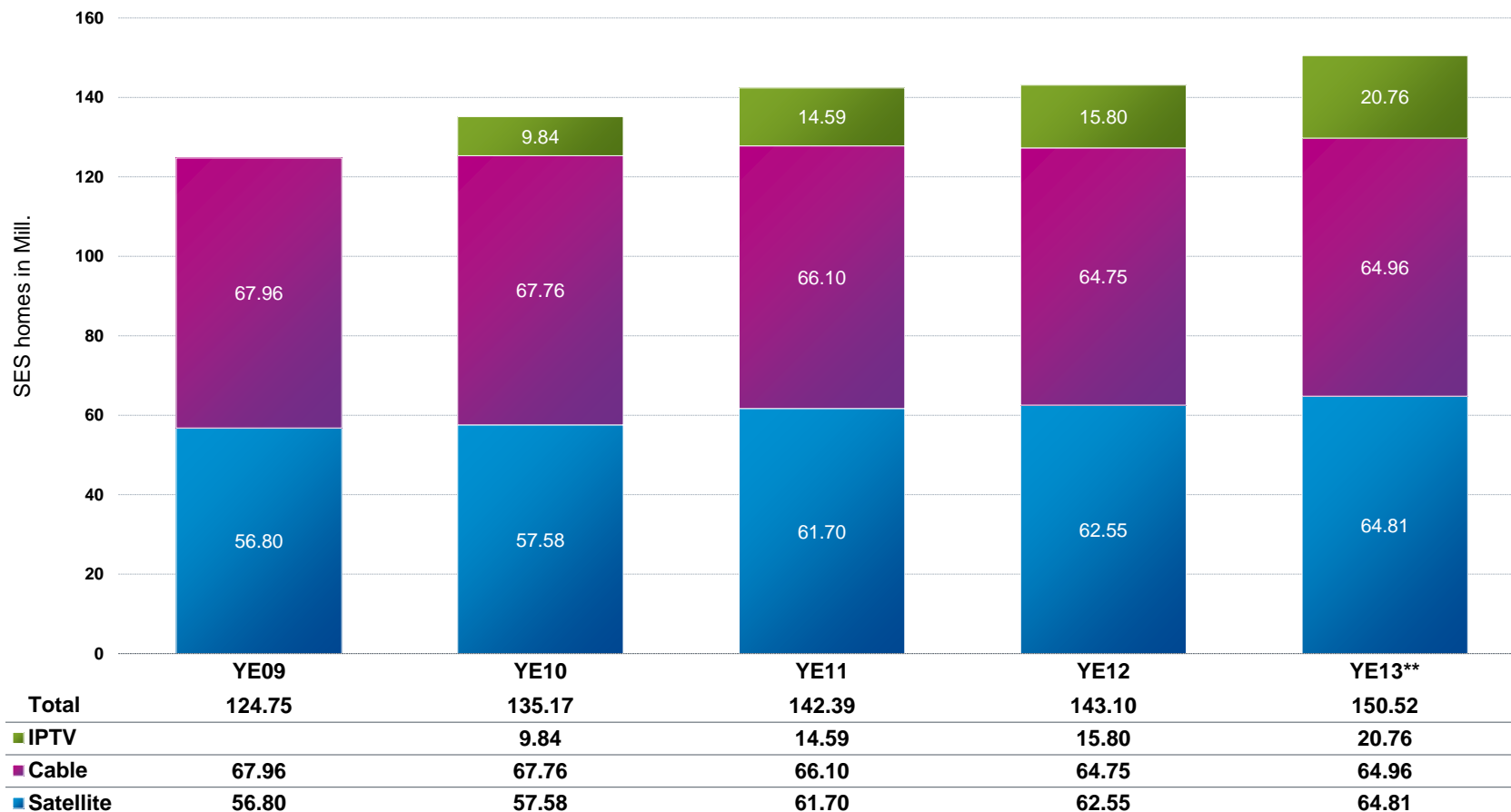


60%

of TV homes in Europe
are serviced by SES satellites* (vs. 58% at YE12)

* includes homes reached by SES' satellites at 19.2° E, 23.5° E, 28.2° E , 5.0°E and since YE11 also at 31.5°E (net reach counting dual-feed homes only once)
23 out of 35 countries updated at YE2013
Source: Satellite Monitor

SES* continues to extend reach in Europe

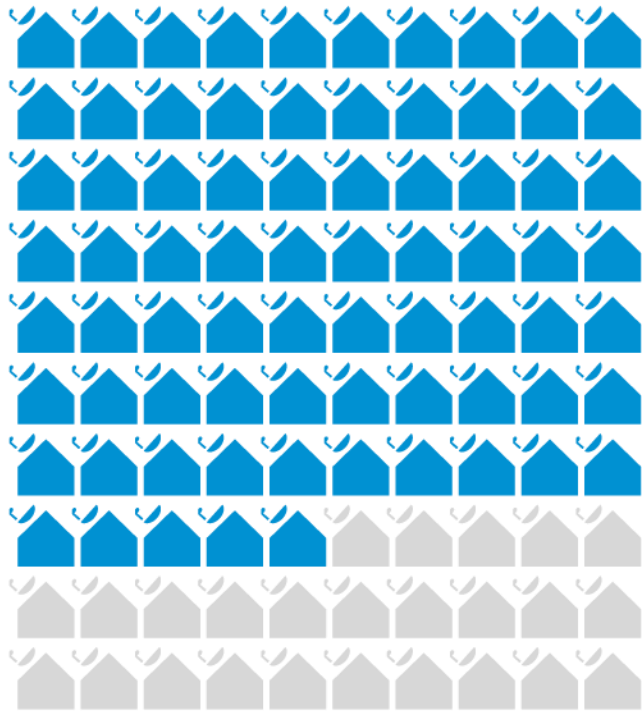


* includes homes reached by SES' satellites at 19.2° E, 23.5° E, 28.2° E , 5.0°E and since YE11 also at 31.5°E (net reach counting dual-feed homes only once)

**23 out of 35 countries updated at YE2013

Source: Satellite Monitor

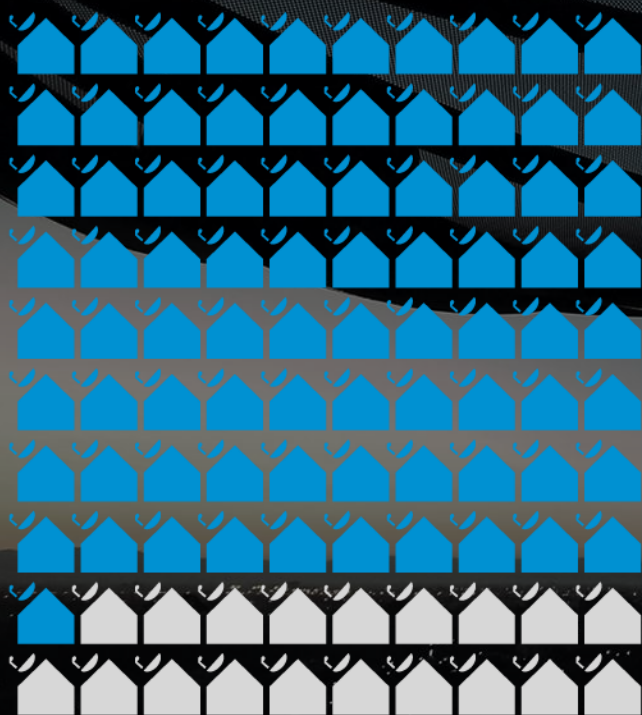
SES* underpins leading role



75%

of satellite homes in Europe are serviced by SES satellites (vs. 73% at YE12)

* includes homes reached by SES' satellites at 19.2° E, 23.5° E, 28.2° E , 5.0°E and since YE11 also at 31.5°E (net reach counting dual-feed homes only once)
 23 out of 35 countries updated at YE2013
 Source: Satellite Monitor

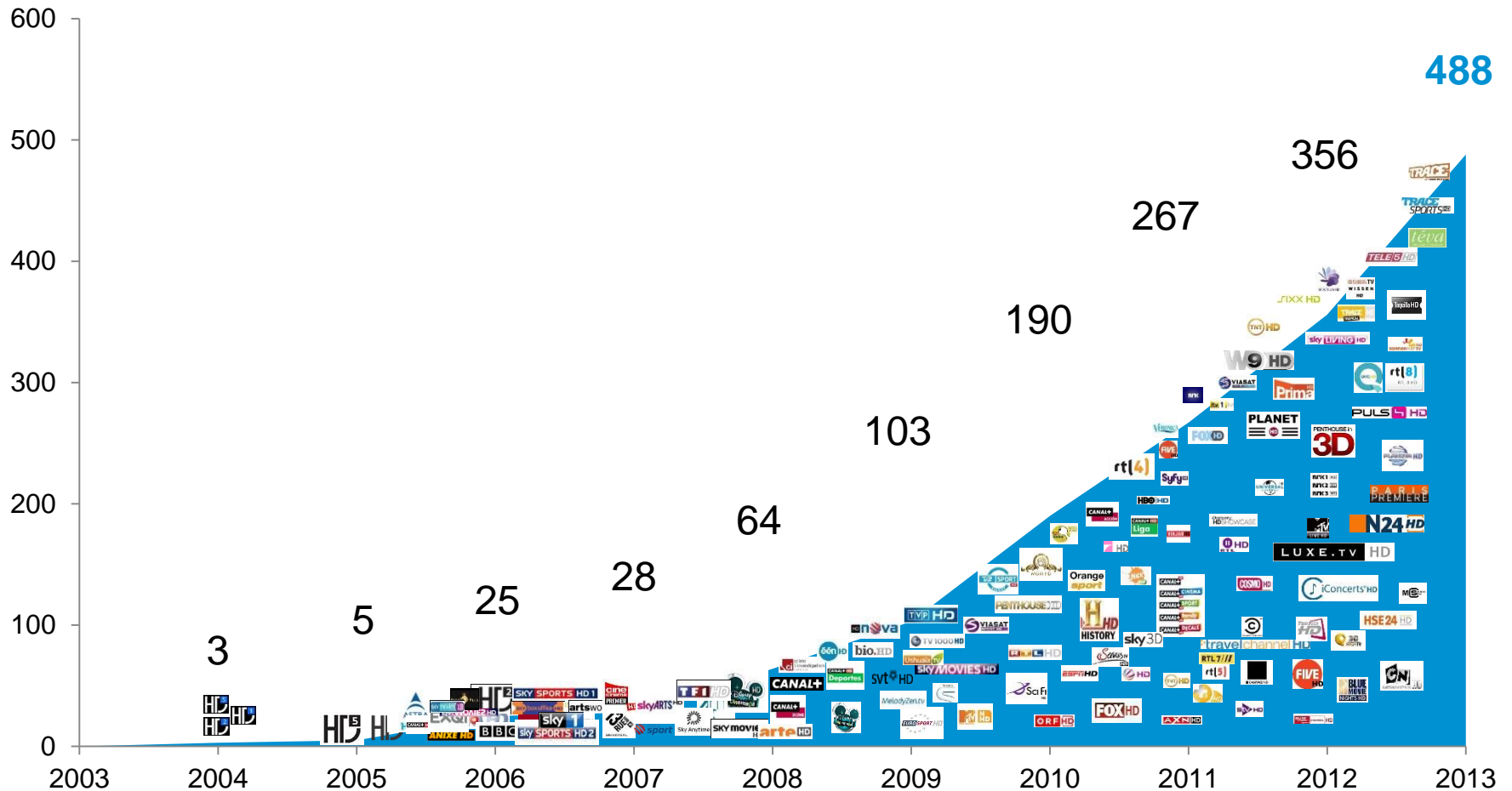


81%

of satellite **HD homes** in Europe
are serviced by **SES Satellites**

* includes homes reached by SES' satellites at 19.2° E, 23.5° E, 28.2° E , 5.0°E and since YE11 also at 31.5°E (net reach counting dual-feed homes only once)
23 out of 35 countries updated at YE2013
Source: Satellite Monitor

HD channel growth on SES satellites in Europe



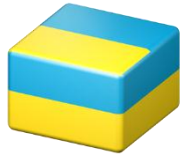
Some further highlights



biggest Satellite market (18m)



biggest Satellite market share (65%)

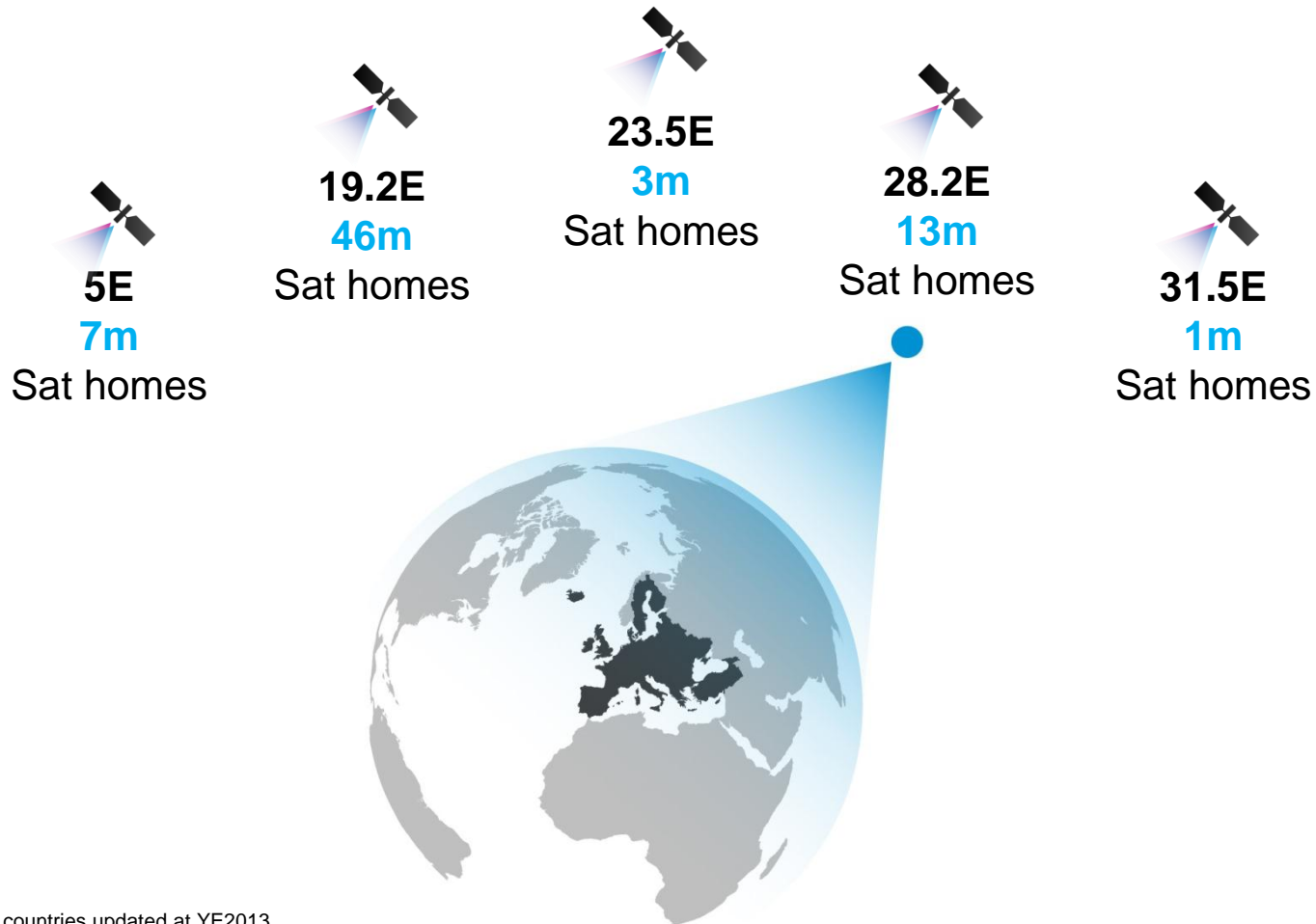


biggest increase in Satellite homes (+0.8m)



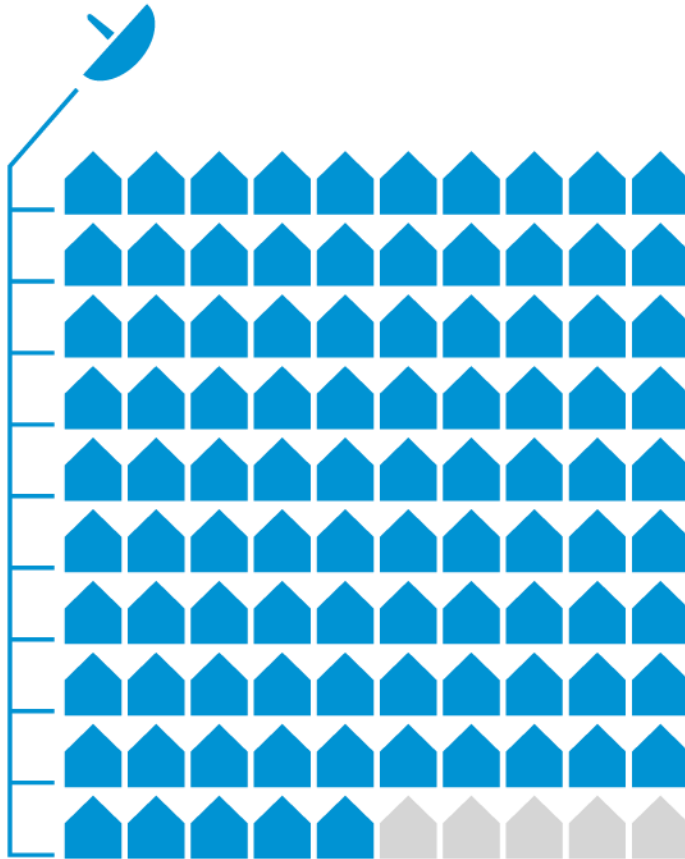
biggest Satellite HD market, both in terms of homes (9m)
as well as in terms of penetration (73%)

SES Satellite homes in Europe per orbital position



23 out of 35 countries updated at YE2013
 Source: Satellite Monitor

SES reaches almost all Cable and IPTV homes

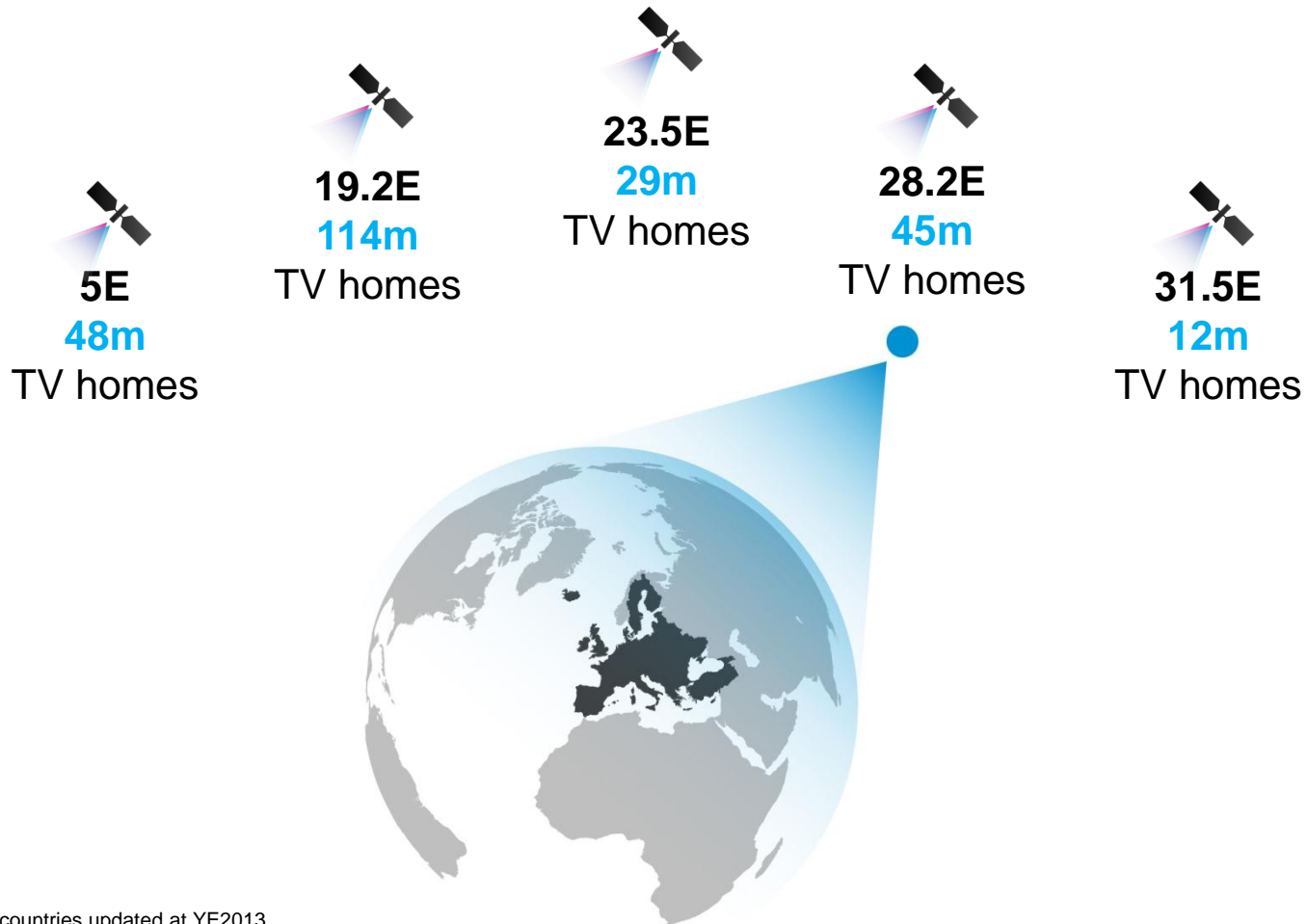


95%

of Cable and IPTV homes in Europe are serviced by SES Satellites

* includes homes reached by SES' satellites at 19.2° E, 23.5° E, 28.2° E , 5.0°E and since YE11 also at 31.5°E (net reach counting dual-feed homes only once)
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 Source: Satellite Monitor

Total SES reach in Europe per orbital position



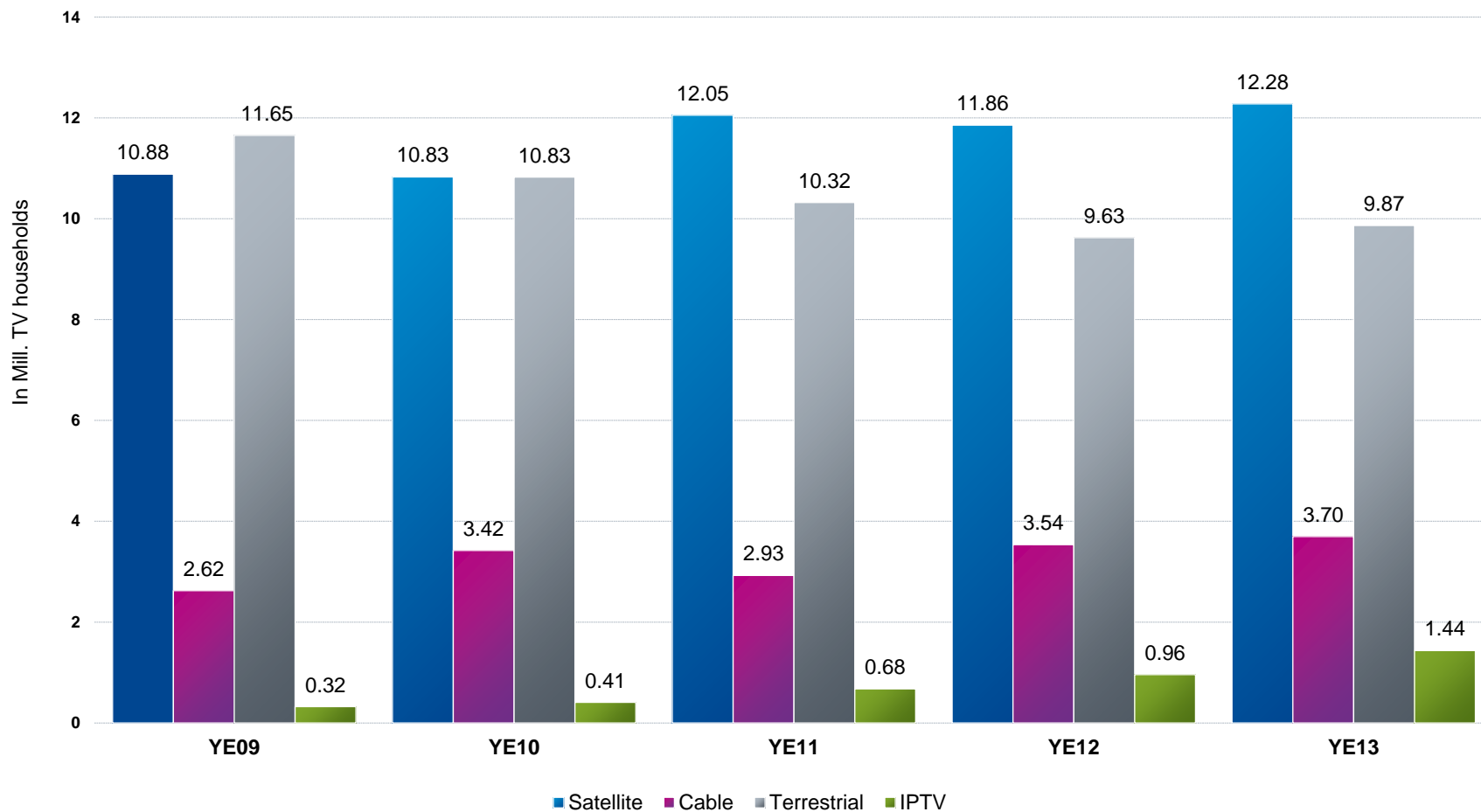
23 out of 35 countries updated at YE2013
 Source: Satellite Monitor

Year End 2013

The UK TV market

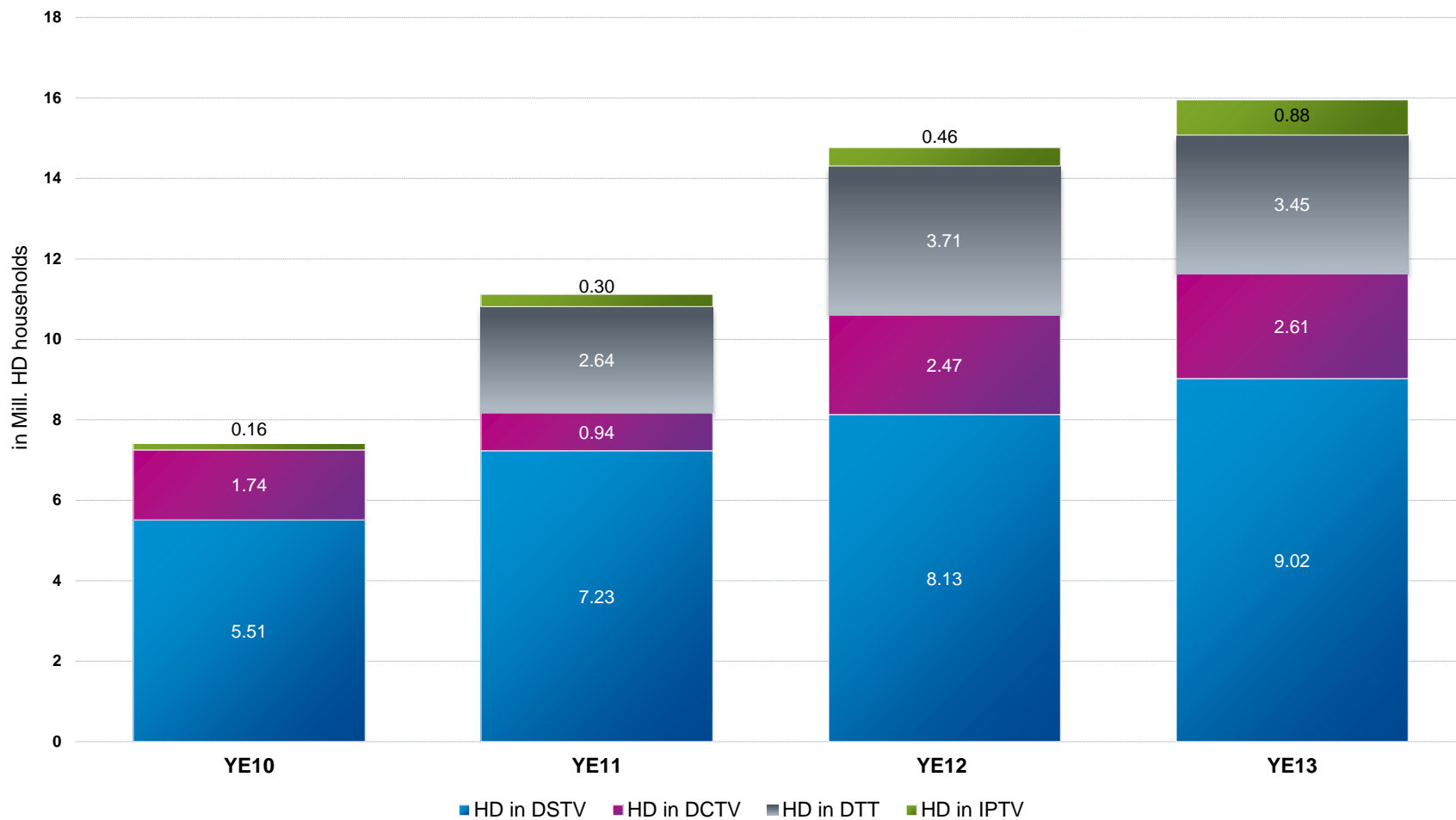


Modes of TV reception in the UK



Source: Satellite Monitor, Kantar Media

HDTV reception in the UK



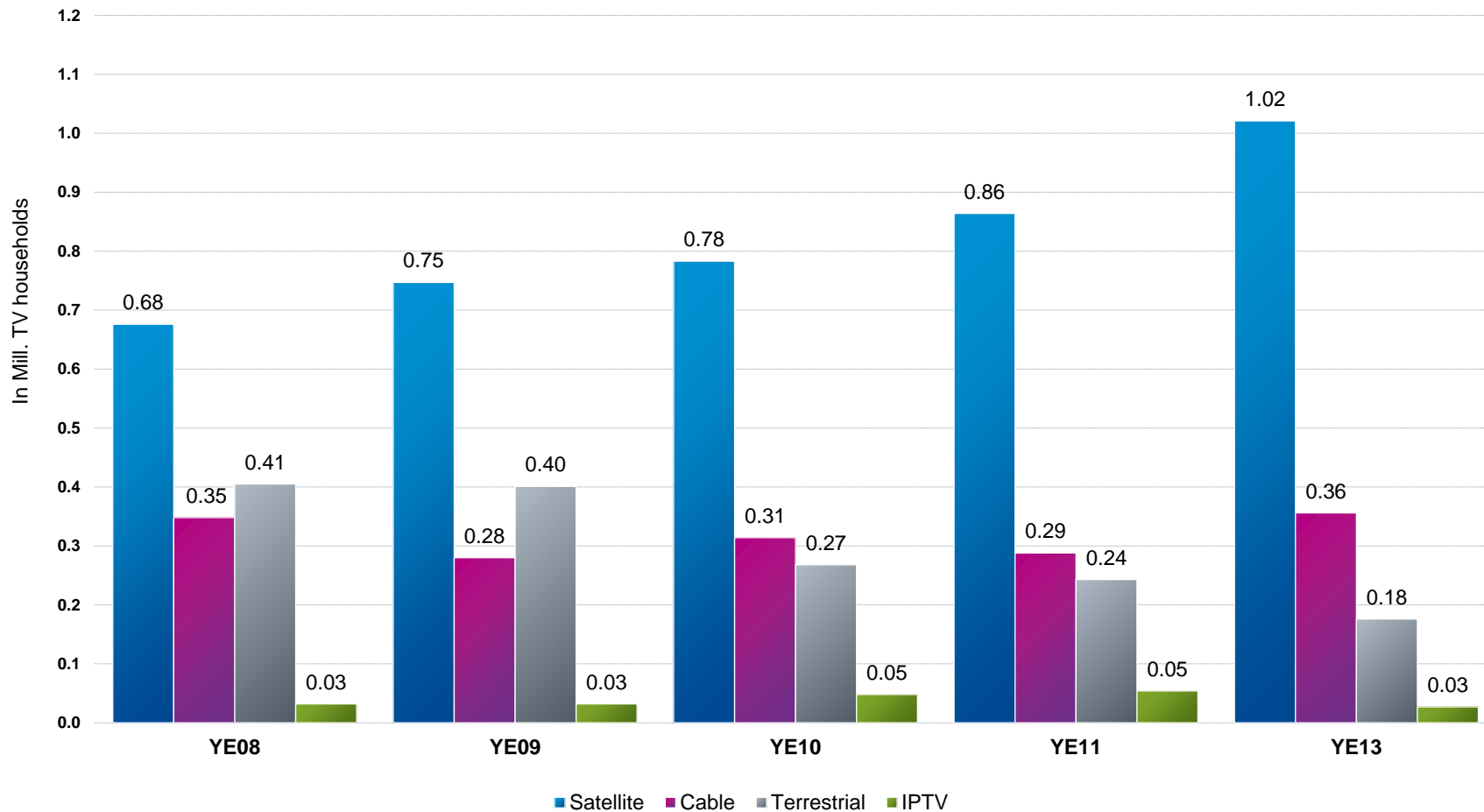
Source: Satellite Monitor, Kantar Media

Year End 2013

The Irish TV market

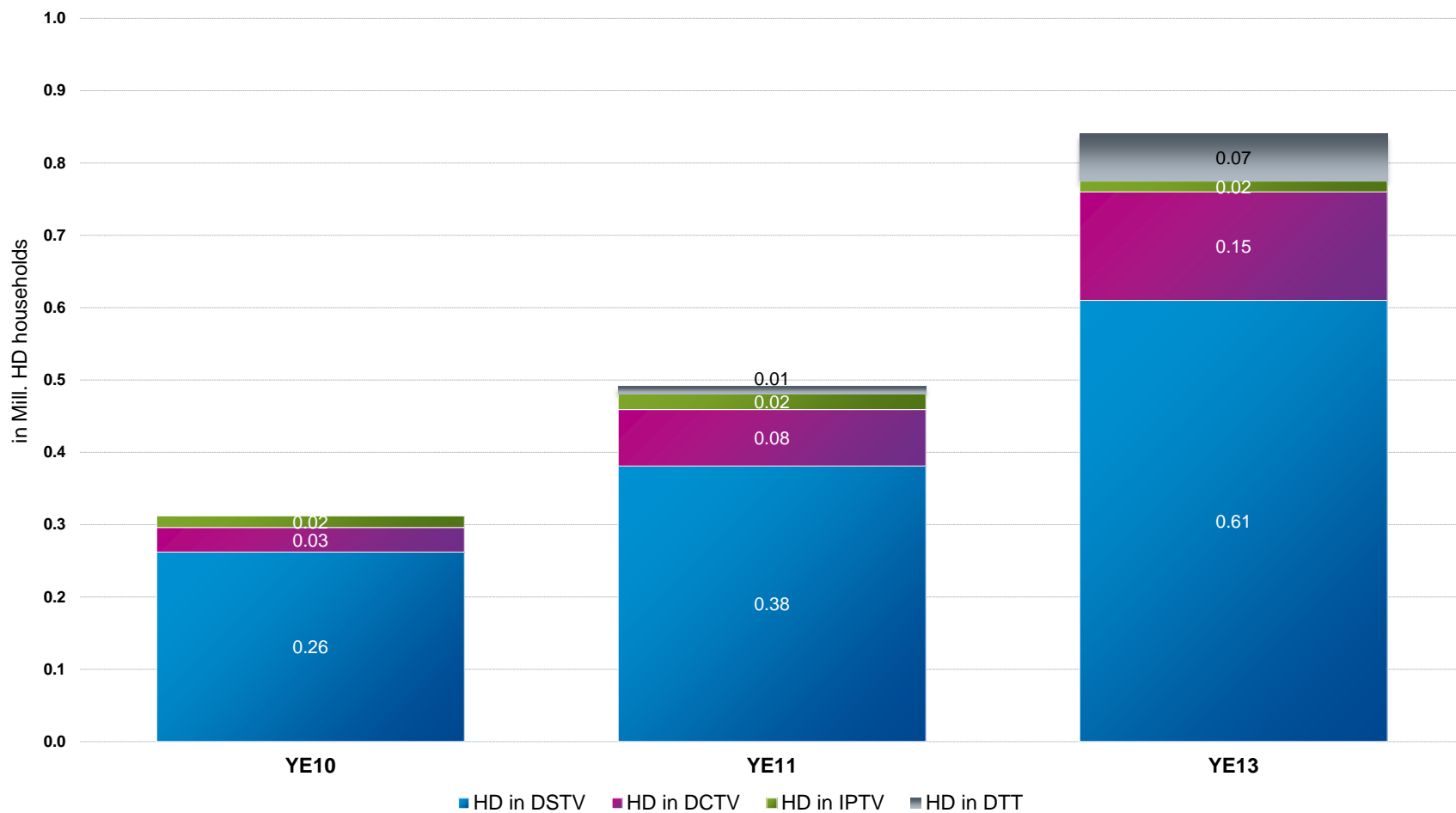


Modes of TV reception in Ireland



Source: Satellite Monitor, Kantar Media

HDTV reception in Ireland



Source: Satellite Monitor, Kantar Media