

BEYOND TOGETHER

SES and Tomorrowland

Case Study

Industry

Video — Occasional Use

Location

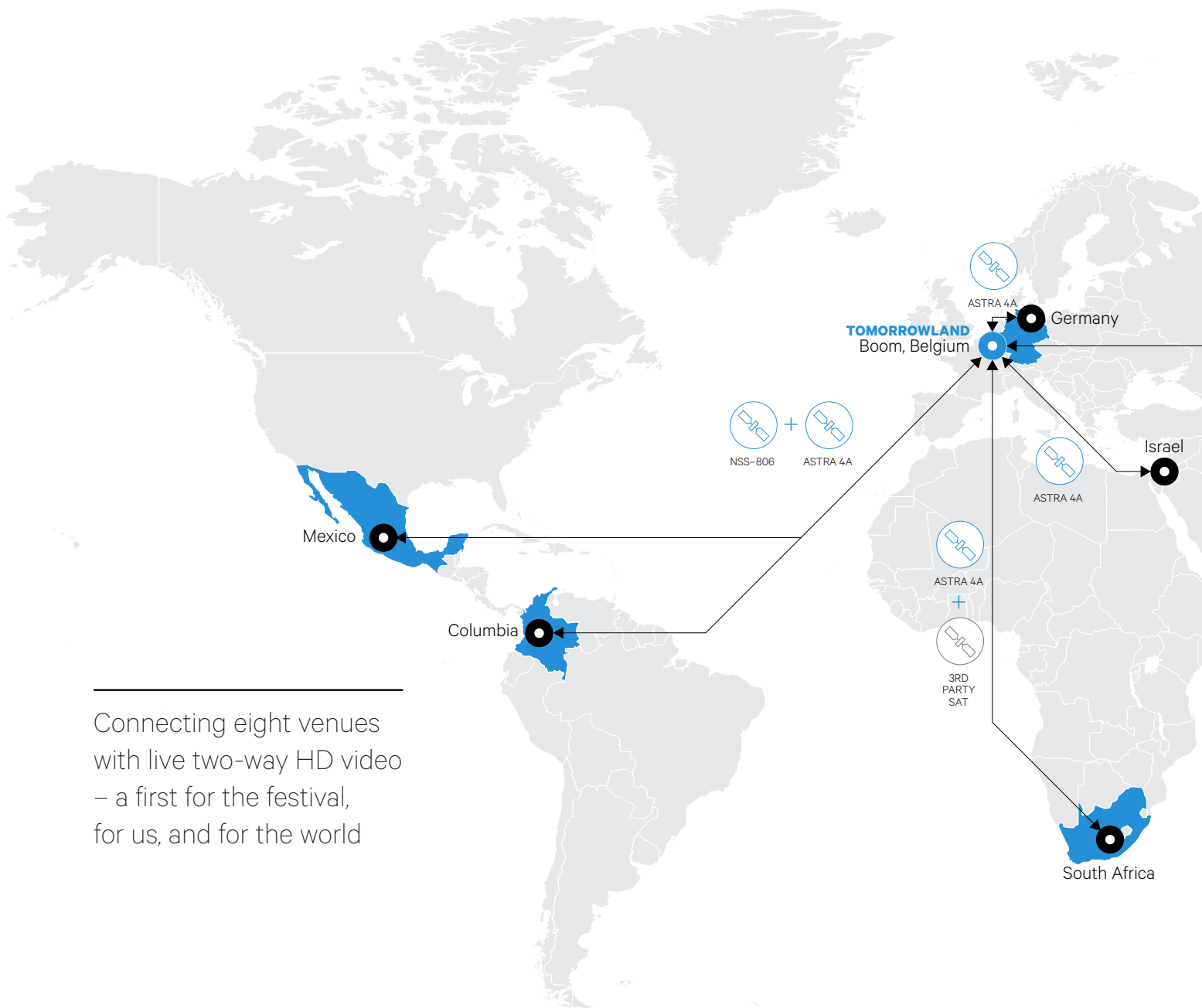
Belgium — Global

SES

beyond frontiers



Together with Tomorrowland – the world’s leading electronic dance music festival – we connected more than 280,000 music lovers across the globe.



Connecting eight venues with live two-way HD video – a first for the festival, for us, and for the world

280K

PEOPLE OF TOMORROW

8

CONNECTED VENUES

18

SIMULTANEOUS SATELLITE PATHS

3

TELEPORTS

Running since 2005, Tomorrowland is rated number one for a variety of criteria, including organisation, line-up, concept, journey and overall experience – in addition to the number of people it attracts. Tickets for the annual festival sold out in 40 minutes in 2016, with an additional 130,000 people on the waiting list. The three-day gathering brought together more than 180,000 festival-goers at the main site in Boom, Belgium, and 100,000 people via the UNITE event that connected seven satellite parties across the globe.

UNITE linked Tomorrowland Belgium with remote parties in Mexico, Columbia, South Africa, Israel, Germany, India and Japan. Four hours of performances from the main stage in Belgium were broadcast in HD to the remote venues, with return audio and video from all seven venues broadcast back to Tomorrowland's Belgium main stage.

The festival used our satellites and ground infrastructure to connect a total of eight venues across the globe. In addition to live Occasional Use broadcasting in HD, the partnership included joint public relations and social media campaigns, as well as the festival's beautifully shot movie, which was added to our Ultra HD demo channel playlist.

Working together, our close collaboration enabled the festival to realise its ambition of connecting the whole world. In 2015, it had connected the Belgium location with India and Mexico via internet, however connecting eight venues with live two-way HD video would be a first – for the festival, for us, and for the world. Our end-to-end custom solution used 18 simultaneous satellite paths on Astra 4A, NSS-806, and third-party providers Asiasat and Telesat; three teleports; and five frame-rate conversions to connect the eight venues.

Satellite remains the ideal platform for the transmission of live events in high picture quality to a large audience. We are proud to partner with Tomorrowland to bring the magic of the festival to thousands of music lovers, and help them achieve their goal of connecting the world, beyond borders.



For additional information on this project,
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