

ACCELERATING ULTRA HD DELIVERY ACROSS THE U.S. AND BEYOND

After three years of development and deployments, commercial rollouts are gaining momentum

SES sets the global video distribution bar, with over 7,000 channels worldwide, including more than 2,600 HD and 38 Ultra HD channels currently delivered over its world leading satellite fleet and ground network. So it was no surprise in 2015 when SES began developing a first-of-its-kind, end-to-end ecosystem designed to help cable, IPTV and DTH pay TV operators accelerate their commercial Ultra HD service rollouts.



SES first unveiled and demonstrated its Ultra HD platform at NAB 2015, packaging into one solution the various pieces of Ultra HD puzzle: 4K content, satellite distribution and reception gear. The goal was to enable pay TV providers in North America to launch their commercial 4K offerings in half the time it took linear HD to reach subscriber homes - which meant rolling-out UHD in only two years.

SES met its lofty objective, announcing last year, at NAB 2017, that three Pay TV providers had launched the first commercial linear Ultra HD services to cable and IPTV subscribers, using SES's satellite-delivered pre-packaged Ultra HD solution.

Today, more than 30 Pay TV providers, with a combined audience of 10 million subscribers, are transitioning from trials to commercial Ultra HD delivery across their networks via the SES platform, which now features the world's largest 4K Ultra HD channel lineup – including Fashion One 4K, NASA TV UHD, C4K360, UHD1, 4KUNIVERSE, Funbox UHD, Travelxp 4K, NatureVision TV 4K, INSIGHT TV, The Country Network (TCN), and a pivotal SES Ultra HD demo channel, which has served as an incubator for fledgling Ultra HD content producers. The UHD platform has also carried live events such as Mixed Martial Arts (MMA) bouts for iN DEMAND, and the 2018 Olympic Games in Pyeongchang in 4K HDR (High Dynamic Range) for NBC Olympics.

SES's ability to bring together the world's most compelling Ultra HD content has played a vital role in the success of the breakthrough platform. Today the SES Ultra HD platform is central to the commercial Ultra HD plans of Pay TV providers of all sizes, who are leveraging the growing lineup of 4K content and SES's expertise and wide satellite reach.

Reaping the fruits of three years of development, learnings, and collaboration invested in the solution across North America, SES is now taking the next step to help jumpstart 4K delivery by launching its platform in Latin America. With the number of UHD homes expected to reach over



beyond frontiers

47 million in Latin America by 2021¹, regional operators want a quick path to commercialize their Ultra HD subscriber packages, and the SES Ultra HD platform will be the perfect answer to that need. With the solution's core technology development complete, some of Latin America's leading Pay TV providers are already testing the SES Ultra HD solution with plans to launch 4K services across the region ahead of the 2018 World Cup in June.

Like SES's North America Ultra HD platform, the Latin American platform will be distributed over multiple SES satellites. SES-6 will provide dedicated delivery and programming flexibility across 100% of the Brazilian market. SES's NSS-806 satellite, home to SES's leading Latin America Pay TV neighbourhood at 47.5 West, will serve the rest of the vast region until it is replaced by SES-14 later this year.

SES's new Latin America Ultra HD platform will initially feature four Ultra HD channels - including Fashion One 4K, which has been available on NSS-806 for Pan-Latin America distribution since 2015, and NASA TV UHD, as well as the SES Ultra HD demo channel, which serves as an incubator for emerging 4K content producers, SES-6 for distribution into the Brazilian market as well as other Latin America countries.

¹ Dataxis