

BEYOND HIGH DEFINITION



Canal+ and SES

Case Study

Industry
Broadcasting

Location
France

SES[▲]

Together with Canal+, we're bringing Ultra HD to France.

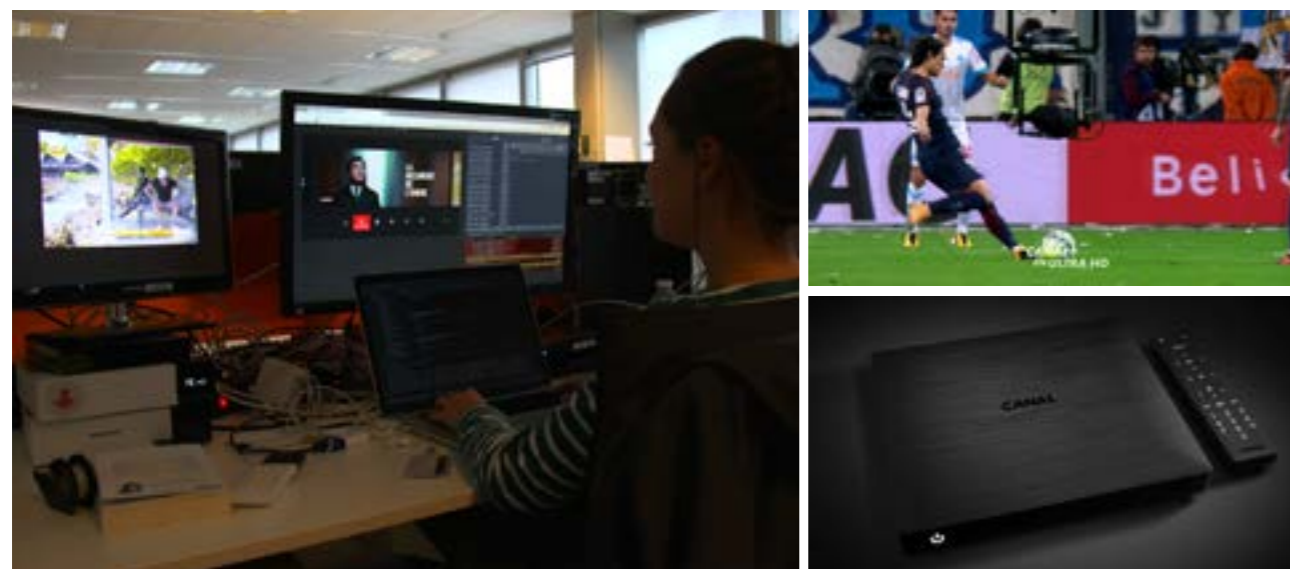
Our satellites cover 100% of the French territory, so every single household in France is able to receive Ultra HD quality television via a 60cm dish – no exceptions.

Consumers today care more about picture quality than ever before – particularly while watching sporting events such as the FIFA World Cup. By the end of 2017, 28.8% of all new TV shipments worldwide were 4K Ultra HD screens.¹ In France, consumers are asking for 4K Ultra HD content, yet only 23% of the population is covered by fibre connectivity, and 77% of ADSL subscribers don't have sufficient bandwidth to receive Ultra HD video.²

Canal+ is France's leading pay-TV provider. Launched in 1984, the company has over 8 million subscribers in France, and has pay-TV operations around the world. In a recent survey, more than 50% of the company's satellite subscribers asked for Ultra HD content. To address this customer need, and to make the service available to 100% of the French population, Canal+ had to upgrade all its broadcasting facilities, change its playout, invest heavily in 4K Ultra HD content, and develop a completely new decoder – and they had to act fast. Getting all of this ready in 18 months took focused efforts and the right partners.

SES and Canal+ began our partnership more than 20 years ago. In 1996, the two companies signed a deal to launch the first digital satellite bouquet in Europe. Since then, we worked together to bring HD TV to the French market, and we have now set our sights on how to bring viewers 4K Ultra HD – the most lifelike viewing experience available. In June 2015, Canal+ began testing Ultra HD distribution via satellite with SES by transmitting the Champions League final in 4K Ultra HD. Later that year, the company began broadcasting a permanent Ultra HD channel on SES satellites. In 2017, it started offering Ultra HD on its IPTV and OTT platforms, and working to launch the new Ultra HD satellite set-top box.

"Our multi-platform distribution strategy covers different types of customers," says Christophe Pinard-Legry, EVP Marketing and Sales at Canal+. "In addition to terrestrial technology, we are proud to work with SES to offer 4K Ultra HD services because it's something our subscribers have been waiting for. We launched the new decoder to our premium retailer network at a two-day event in Luxembourg, and we have the impression that they are as excited as we are about bringing something new to the French market."



8.1M
subscribers

100%
French territory
covered

200
premium retail
partners

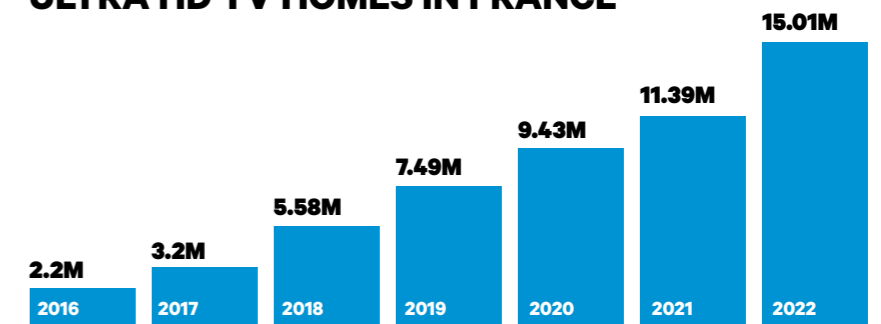
"SES is a key player in the satellite industry," says Francois Fourrier, Head of Product Marketing and Partnerships at Canal+. "For us, there was no question about using SES as a partner to launch Ultra HD in France – especially with the World Cup coming up in 2018. The quality of experience that Ultra HD provides is amazing – the fans are going to love it."

Driving mass market adoption of a new TV standard requires all of the elements to come together to create a new ecosystem. Consumers want to watch the latest TV format as soon as they have their new screen, which means the content and broadcast technology need to be available too. It takes the whole industry working together to build common standards. Building on our experience driving the adoption of HD TV, SES is proud to be a key driver in the development of Ultra HD.

Our satellites cover 100% of the French territory, so every single household in France is able to receive Ultra HD quality television via a 60cm dish – with no exceptions. In addition to this, we have provided test capacity on our satellites for Canal+ to try out different configurations and components in the decoder. This has helped them to design a new decoder that will improve the entire TV-viewing experience – including a small and beautiful set-top box design, fast zapping, a simple user interface, and multi-room capabilities, as well as bringing 4K Ultra HD TV capabilities to all of France.

To further support the rollout of Ultra HD in France, SES and Canal+ recently brought together more than 200 Canal+ premium retailers for a kick-off event. The purpose of the event was to train the entire Canal+ network in Ultra HD and the new set-top box, so that they would be able to provide the best service possible. It also provided the opportunity to hear the positive reactions from the Canal+ retailer network.

ULTRA HD TV HOMES IN FRANCE



Source: Datasix Q3, 2017 (Dec. 2017 update)

"At the beginning of the project, our whole team went to see SES to share our insights. Throughout the last 18 months, we have shared our expertise, advancing the project to where we can launch the set-top box and the new 4K Ultra HD image quality very confidently. The Ultra HD decoder is here for the long-term, and so is our relationship with SES."

SYLVAIN GERON
CHIEF TECHNOLOGY OFFICER, CANAL+



CANAL+

www.canalplusgroupe.com

¹ 4K TV shipments as percentage of shipments worldwide from 2013 to 2017. Statista. <https://www.statista.com/statistics/461086/4k-tv-shipments-penetration-rate-worldwide/>
² ARCEP – Q3 2017

For additional information on this project,
please write to info@ses.com

SES HEADQUARTERS

Château de Betzdorf
L-6815 Betzdorf
Luxembourg

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