

MAGISTAN MEDIA

Bringing engaging, high-quality international TV channels to over 3.5 million homes in the Philippines

Case Study

Industry

Platform Operator

Location

The Philippines

SES

How can platform operators enhance their content offerings and deliver a superior viewing experience to the widest possible audience?

Linear TV continues to thrive in the Philippines with direct-to-home (DTH) video, the fastest growing TV platform. With a growing economy and increase in the income-earning population, the country offers huge opportunities for pay-TV operators, content providers, broadcasters and advertisers to reach untapped households.

Over the last 10 years, SES has successfully built the DTH pay-TV network, with all three Filipino platform operators – GSAT Satellite TV, Signal and Sky Direct – carried on its SES-9 and SES-7 satellites. What makes the market unique is that all the operators' satellite communications come together at the same single orbital location.

In early 2019, SES was approached by Ralph Siebenaler, Managing Director of Magistan Media, an expert in the pay-TV and content market across Europe and Russia, who had recently opened an office in the Philippines. Ralph had moved to Singapore in 2010 and set up Magistan Productions where he was involved in various TV start-up operations. He had also helped to make Digicel Play, the largest pay-TV platform in the area spanning Papua New Guinea and the islands of the South Pacific.

Magistan Media specialises in providing project management services to media companies and start-ups in the fields of television programming and production, pay-TV operations, channel bundling and pricing; TV channel operations, advertising and subscription sales and branded content solutions. Serving as the aggregator and marketer of TV channels, Magistan's subsidiary Mediahouse.PH launched a content bouquet called CLUBTV, including interesting and exciting, thematically focused, content such as GINX Esports TV, HealthWellness, Pet & Pal, Luxe&Life, My Cinema Europe, Motorvision TV as well as a new eSports channel. The Magistan/SES partnership opens huge possibilities for the Filipino pay-TV operators. They can enhance their subscription TV packages with Magistan's CLUBTV content bouquet and access over 3.5 million homes in the Philippines from a single orbital location.

In addition to its satellite capacity, SES provides end-to-end managed media services, including ad insertion, encoding, monitoring, multiplexing, and technical support. The content is ingested into the SES network via the Munich facility, manipulated through content orchestration on our SES 360 platform and prepared for ad insertion. The encrypted content is then delivered via SES satellites to the homes, with all users, with an active subscription, receiving the content on their set-top boxes (conditional access systems). SES enables CLUBTV's international channels to simulcrypt into each of the pay-TV platforms, optimising their content reach with the subscribers.

With Mediahouse.PH selling advertising through the content bouquet, the costs are remunerated via the advertising revenue. The ad revenues are shared between the different parties involved.



Pay-TV Operators

Offer their subscribers enriched programming and bring a new selection of content to their customers without having to pay for additional satellite capacity or content costs.



Content Owners

Can launch new content to millions of homes through the CLUBTV bouquet.



Advertisers

Benefit from unprecedented reach and access to new business opportunities, without having to prepare three different types of ads.

Speaking at the launch of the service, Ralph Siebenaler, Managing Director, Magistan Media / Mediahouse.PH, said "We are very excited to deliver these channels with a razor-sharp thematic focus to the Philippines. With this new platform, we are delivering new content cost-effectively, and in excellent technical quality to millions of households. This platform is also an excellent opportunity for global content owners or TV channels to enter the Philippine market or extend their reach."

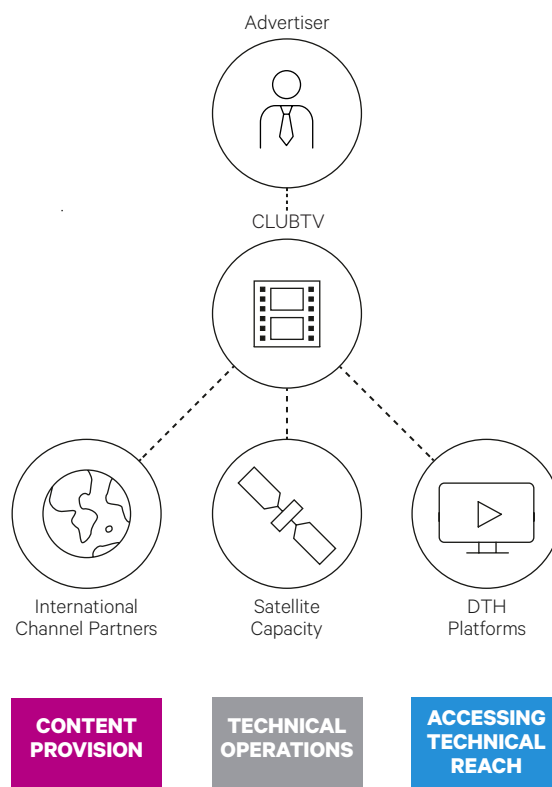
The feedback has been positive across the board with everyone bought into the concept. Using this flexible business model, we can respond quickly to customers' growing demand for high-quality content. SES and Magistan are now working together on a growth strategy for the region.

"This solution is truly a win-win for everyone involved. The pay-TV operators get to offer a whole new selection of content to their subscribers at no additional cost, Magistan's CLUBTV and the TV channels reach new audiences for their content, advertisers boost their revenue potential in a growing market and, most importantly, the end-users are happy, having access to more channels as part of their basic package. At SES, we're able to leverage our satellite network and value-added services to build our business in the region," said John Huddle, Director, Market Development, SES Video.

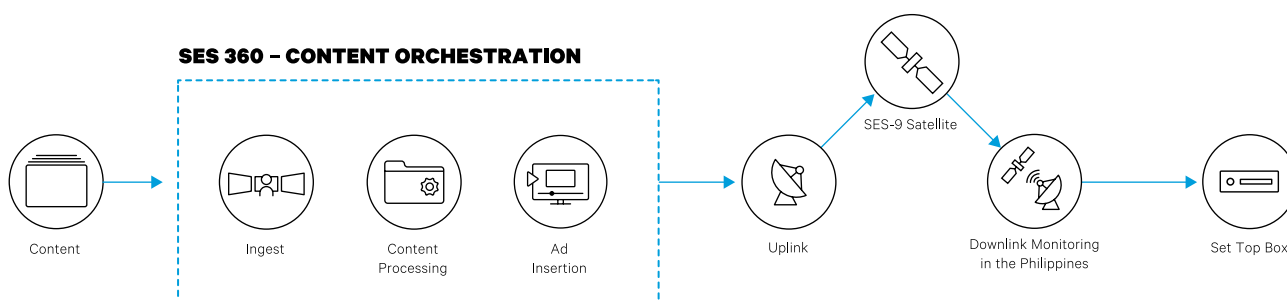
Provided Solutions

- Digitisation (Ingest)
- Content processing
- Encoding, multiplexing & encryption
- Content orchestration via SES 360 platform
- Ad insertion
- Simulcrypt into each of the pay-TV platforms
- Content delivery (satellite)
- Set-top box delivery

Cooperation Structure



Workflow



Enabling new
REVENUE
models

Reaching
MILLIONS
of new households in
the Philippines

Boosting
CONTENT
selection for subscribers