

GSAT

Reaching wider audiences across the Philippines with an affordable package of high-quality TV content

Case Study

Industry

Platform Operators

Location

The Philippines

SES[▲]

How can DTH operators grow their business by increasing their subscriber base in remote areas?

Cable TV started making inroads in the Philippines over 20 years ago, however, the geography of the archipelago country posed significant challenges to its adoption. This had proved similar for terrestrial TV where people often experienced poor signal reception due to the mountainous terrain. With over 7,600 islands, it was almost impossible to reach out to audiences in rural areas and cable TV companies primarily targeted the main towns and urban areas.

With the availability of satellite, Direct-to-Home (DTH) operators saw an opportunity to grow their business. Global Satellite Technology Services Inc or GSAT originally launched its DTH service in 2009 on the NSS-11 Ku-band satellite, providing subscribers with affordable access to an improved mix of international and local programmes, including English, Mandarin, Korean, Tagalog, Japanese language and European channels.

In 2011, GSAT looked to expand its satellite capacity further and reach out to the entire nation with a high quality HD programming package. GSAT selected SES as a stable, reliable satellite provider and used NSS-11 in orbital position of 108.2 degrees East, having one of Asia's leading video neighbourhoods. With the launch of SES-9 in 2016, the multi-year deal with GSAT saw the transfer of space and capacity usage from NSS-11 to the new satellite, SES's largest satellite dedicated to the Asia-Pacific region. Complementary to this, GSAT constructed its state-of-the-art earth station with transmission equipment.

SES provides GSAT with full content distribution services via SES-9, enabling GSAT to reach every household and build a strong DTH business across the Philippines. Subscribers have access to a high-quality, affordable TV content package, with a mix of local and international channels in English and other languages. This includes news, variety entertainment, movies, religious, educational and sports programming. There are currently 20 high definition (HD) channels and 91 standard definition (SD) channels.

Engaging closely with GSAT, SES invests time and effort in helping them develop a strong distribution and installed base close to the customer. For example, SES sales distribution and installer technical programme, including roadshows, social media and TV broadcast promotions.



Matthew Oh, SES's Senior Sales Director – Asia, said, "It was important for us to work closely with GSAT from the beginning, providing the infrastructure and supporting them in different ways as they expanded their business. We have grown together with them over the years, adapting our services according to their needs, and we are proud to play a role in their continued success."

Today, GSAT is considered one of the biggest pay TV operators in the Philippines with the number of serviced households continuously growing. Consumers from both urban and rural areas benefit from a correctly-priced DTH service with access to affordable yet high quality content for entertainment and educational purposes.

Reach
ALL HOMES
in the Philippines

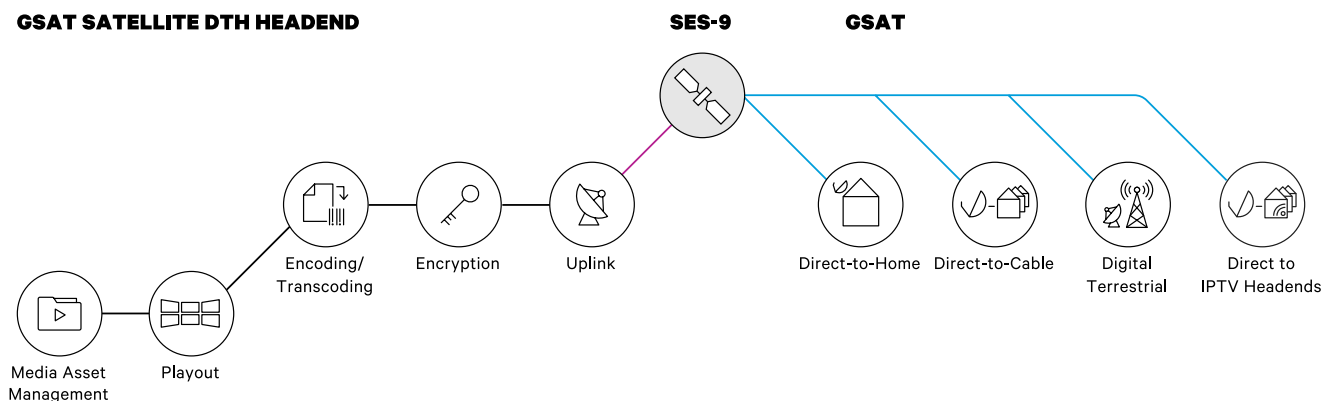
Increasing
TV CHANNEL
numbers & quality

High-quality, affordable
TV CONTENT
package

Provided Solutions

- Content delivery (satellite)
- Technical and installation support

Workflow



"It was essential for us to work with a financially-stable and reliable company that we could rely on for our vital satellite capacity. SES has proved to be a trusted partner who understands our business and adapts with us, enabling us to grow our subscriber base and increase both the quality and quantity of our pay-TV channels"

PHILIP CHIEN

President and CEO, GSAT