

NEX PARABOLA

Delivering a richer array of content to millions of households across Indonesia

Case Study

Industry

Platform Operators

Location

Indonesia

SES[▲]

A new partnership is formed with Nex Parabola

The Indonesian broadcasting and media markets continue to grow as technological advancements enable operators to reach more households and online audiences across the vast 17,000-island archipelago.

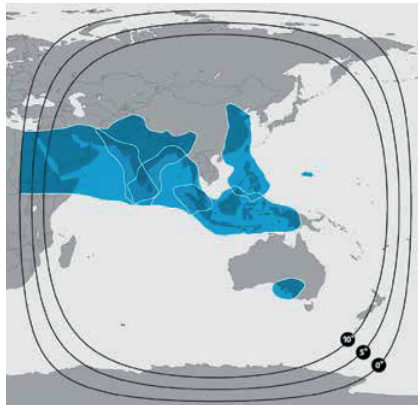
Surya Citra Media (SCM) as part of the Emtek group is one of the largest mass media groups in Indonesia, providing end-to-end media, cinema and TV productions, free-to-air (FTA) channels, OTT platforms and more. DTH-based pay-TV operator, Nex Parabola serves as its content distribution and production arm.

Before 2019, SCM provided a DTT (Digital Terrestrial Television) service, covering several major Indonesian cities. With the advancement of 5G, the group looked for alternative way to distribute their content. It became apparent that satellite-based DTH (Direct-To-Home) offered the best solution for reaching wider audiences across the islands – with no black spots, even in remote areas. As a trusted global satellite operator, with extensive experience in DTH business and services, SES offered the best solution to meet their needs and a new partnership was formed with SCM and Nex Parabola.

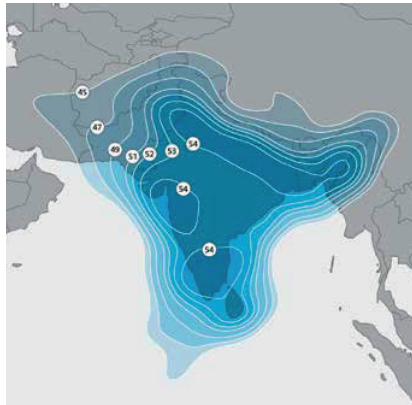
The new DTH business could be kicked off quickly because the SES infrastructure was already in place, including antennas on the ground. At the same time, SES's strong local distribution partner, PT Jaringan Nusantara Prima (JNP), was already on the SES-9 satellite, with CAS encryption equipment covering every island.

The SES-9 satellite is co-located at 108.2 degrees East orbital position with SES-7 and provides prime coverage over all 17,000 islands in the country, as well as other locations in South Asia, Northeast Asia, Australia, and the Middle East. The 108.2 degrees East neighbourhood is targeted for video services and ensures extensive coverage over all corners of the country for SES-9. This, coupled with SES-9's high-powered wide beam design, makes satellite ideal for local broadcast services, with potential of over one million TV homes reached.

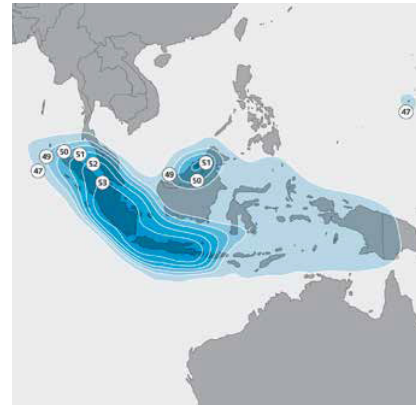
SES-9 Ku-band coverage



SES-9 South Asia Ku-band beam



SES-9 Indonesia Ku-band beam



The biggest advantage SES offers to customers is the cross content selling capability across the SES-9 platform. PT Jaringan allows DTH operators to share and exchange content across the same SES satellite platform, with no need for additional bandwidth. This is highly cost-efficient as it avoids doubling up on the same TV channels and investing in the same uplink. International channels can simulcrypt into each of the pay-TV platforms, expanding their content reach.

Millions of people are now benefiting from this wider choice of content. The SCM Group offers around 40,000 hours of exclusive content, providing a variety of lifestyle, entertainment and religious content for Nex Parabola customers. The channels include the Nex Parabola/SCM in-house programme, such as Citra Cinema, Citra Drama Plus, Citra Muslim and Citra Dangdut. The service includes 25 free-to-air and free-to-view channels and additional low-cost subscription-only channels, including sport channels like the Association of Tennis Professionals (ATP) Tour. The SCTV (Surya Citra Televisi) live streaming channel in HD is also delivered on the SES platform as well as a high-quality 4K channel – Love Nature.

At the end of 2019, premier European football – UEFA Champions League (UCL) and UEFA Europa League (UEF) – were added to the content mix, bringing the best live matches in HD to fans across Indonesia.

“Having recently secured the exclusive broadcast rights for the UEFA Champions League and Europa League in Indonesia, we want to bring the best European football entertainment to as many fans as possible through our subsidiary Nex Parabola and satellite partner SES. With SES strategic support, we are able to maximise our reach and deliver an unparalleled viewing experience in premium HD format with a sustainable business vision to audiences across the country, whether they are watching us on their home TVs or at the neighbourhood warung,” said Junus Koswara, President Director of Nex Parabola.

SES takes care of all the infrastructure requirements, while the media partners can focus on producing and selling high-quality local and international content, including live football and 4K channels. Delivering high-quality content, SES enables Nex Parabola to differentiate its offering. There is huge potential for growth, for example, another popular sport, live badminton from the Badminton World Federation (BWF), has recently been added to the content bouquet as Champions Channel 3.

The results are impressive, with over million households reached in less than a year, thousands of additional active subscriptions per month and an increasing market share.

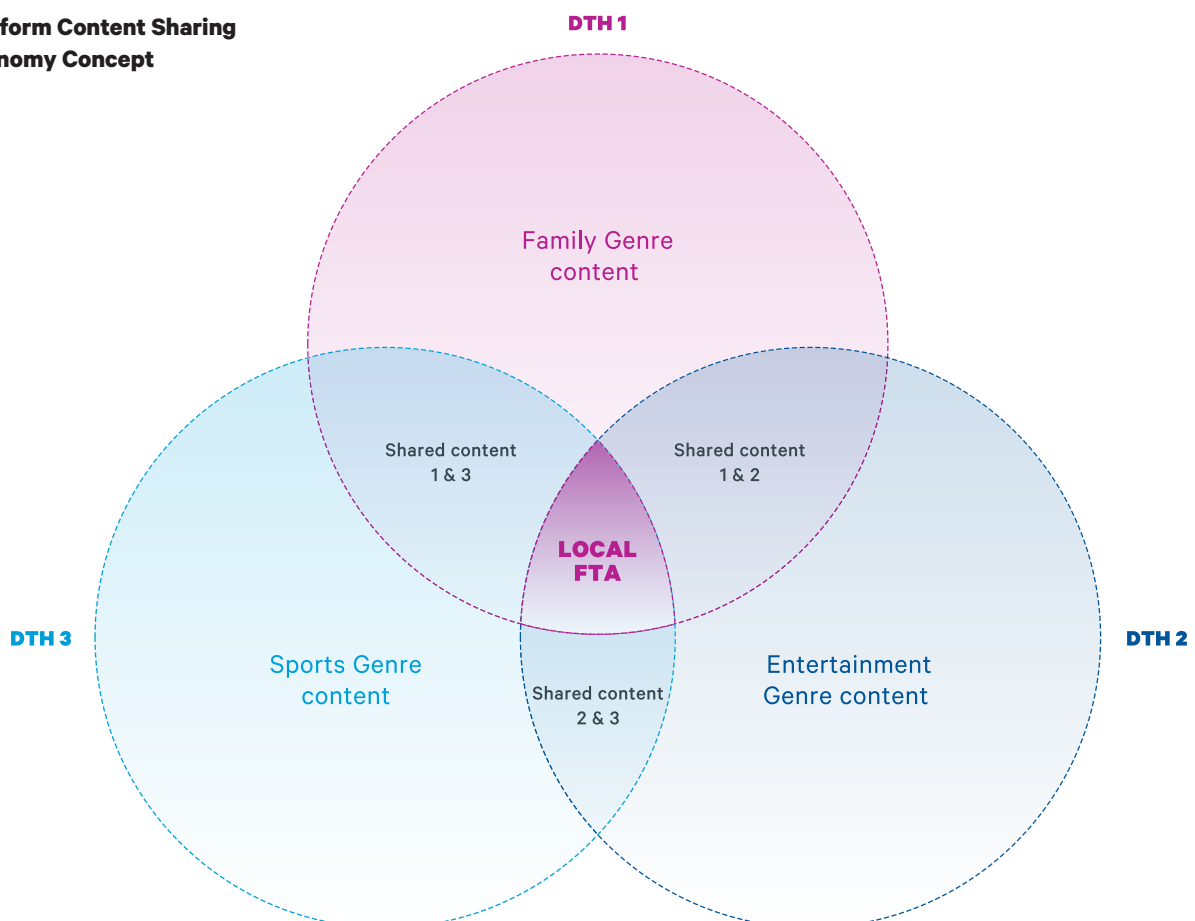
“Working with our partners, we’re able to deliver a wide variety of local and international content while improving operational efficiency,” said Henry Mulya, Sales Director, Asia Pacific, SES Video. “This solution brings proven value to the DTH operators as they can come together and share resources on the same SES platform.”

Summing up, Yew Weng Soo, Vice President, Sales & Market Development, Asia Pacific of SES Video, said, “Our partnership with Nex Parabola is testament to our satellite fleet’s capabilities of delivering prime international content to viewers around the globe in the best quality possible, wherever they are. We are pleased to help Nex Parabola expand their audience reach using satellite in the most cost-effective manner, and remain committed to delivering satellite services for broadcasters, content providers and media companies across the country.”

Provided Solutions

- Satellite distribution
- Infrastructure on ground (incl. antennas, baseband equipment)
- Fibre distribution to other platforms
- Technical support

Platform Content Sharing Economy Concept

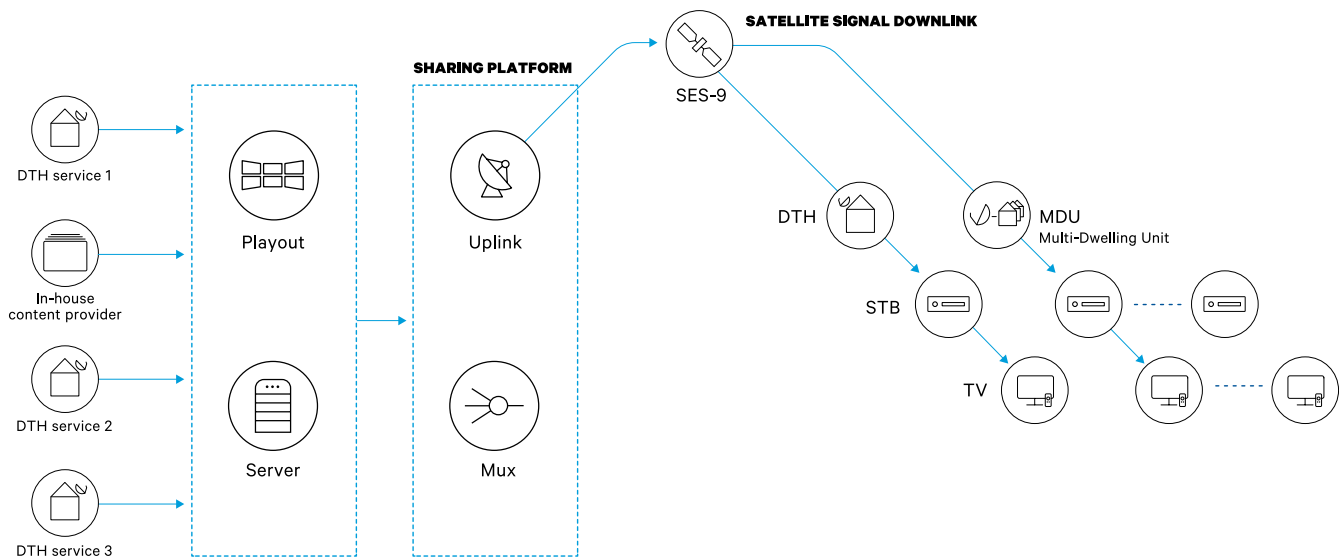


Reaching over
ONE MILLION
new households in
Indonesia

Richer
CONTENT
mix for subscribers

Increasing
MONETISATION
potential

Workflow



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JUNUS KOSWARA

President Director of Nex Parabola