

MÓRBIDO TV

Engaging TV subscribers
across Latin America with
compelling content

Case Study

Industry

Content Owner

Location

Latin America



SES[▲]

Mórbido TV partners with SES to deliver its unique content across Latin America

The demand for high-quality niche content is creating new business opportunities for content owners worldwide. This applies to regional players, as well as global brands, creating and promoting original and unique channels to attract new viewers.

Founded in Mexico, Mórbido TV caters to a niche and growing audience for horror content. The regional channel owned by IB Broadcasting, is 100% focused on broadcasting horror films and series twenty four hours a day, across Latin America. The channel was originally focused on delivering its content via IP to cable companies in Mexican cities.

As the channel grew in popularity, the company saw an opportunity to promote its content around Mexico and extend its reach to other countries in Latin America. However, latency and Internet connectivity were issues in some cities with some areas not having the required bandwidth for the HD content. Latency and internet connectivity were also issues in some cities, with some areas not having the required bandwidth for the HD content.

Mórbido TV started looking at satellite due to its high reliability and point-to-multipoint capabilities. At the beginning of 2020, the channel signed a partnership with SES to deliver its unique content across Latin America. Key factors were SES's satellite quality, cost benefits and the penetration of the headends.

The channel is being distributed via the SES-6 satellite, reaching hundreds of cable headends and millions of houses. SES-6 at 40.5° West provides dedicated secure delivery to every pay-TV headend across Latin America, making it ideal for content owners, such as Mórbido TV, to distribute their content.

Ricardo Flores, Sales Director – Latin America, SES, said, “Reaching more than 30 million households in Latin America, we can help content owners expand their reach and grow their business within a short time. Mórbido TV is a great example of how a niche channel can grow in popularity using our satellite network, bringing its unique brand of entertainment to families across the continent.”



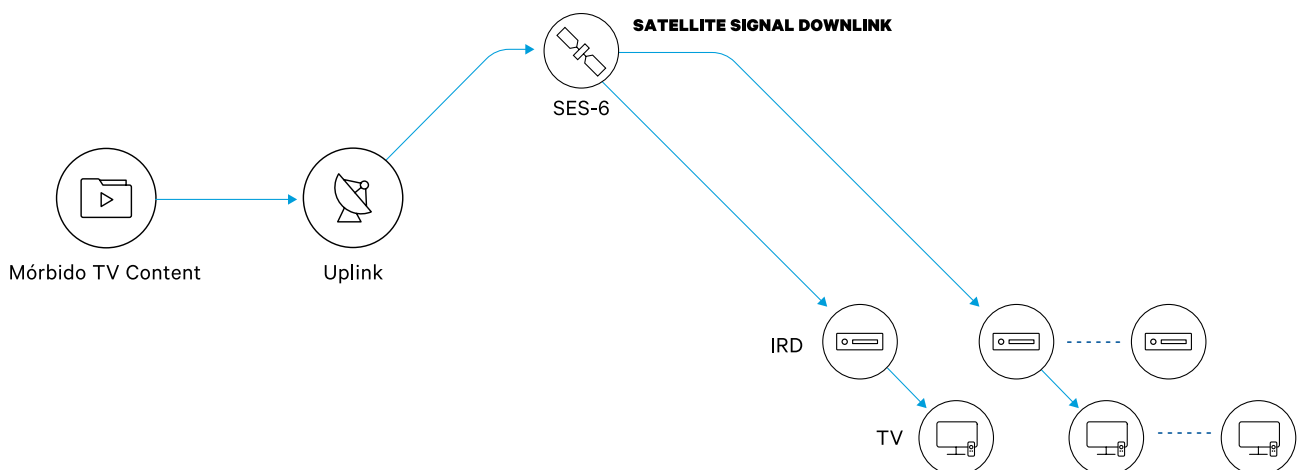
Mórbido TV's partnership with SES has enabled a massive regional expansion for the channel with hundreds of thousands of new subscribers. With a strong presence in Argentina, Mexico and Bolivia, the channel has started operations in Chile and Ecuador. The pay-TV channel is also expanding its base by acquiring new and diverse content to attract new viewers.

Reaching TV households in
48
countries

Expanding content into
NEW
territories

Hundreds of
THOUSANDS
of new subscribers

Workflow



“We’re extremely excited about the new markets opening up for our channel thanks to SES. By distributing Mórbido TV via SES-6, our content library will now reach audiences that were unable to find this content anywhere else.”

EDUARDO CASO

General Manager, IB Broadcasting Company, an AG Studios company