

# FREE-TO-AIR DTH RECEPTION TRIPLES OVER 5 YEARS IN GHANA

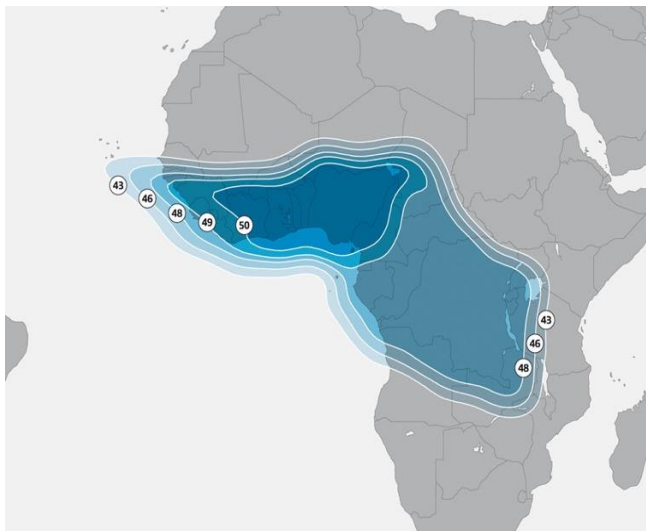
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PRESENTED BY  
Theodore Asampong

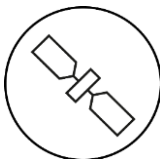
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PRESENTED ON  
June 2020

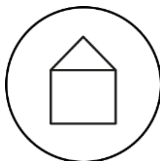
# Overview of ASTRA-2F / ASTRA-2G | 28.2°E



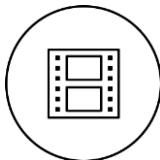
ASTRA-2F West Africa Ku-band beam



ASTRA-2F / ASTRA-2G  
28.2°E



Reaching over  
**11M TV homes**  
in **West Africa**



Distributing approx.  
**120 SD FTA channels**



No distribution license\*  
**needed to broadcast**

## Key customers



PREMIUM.FREE

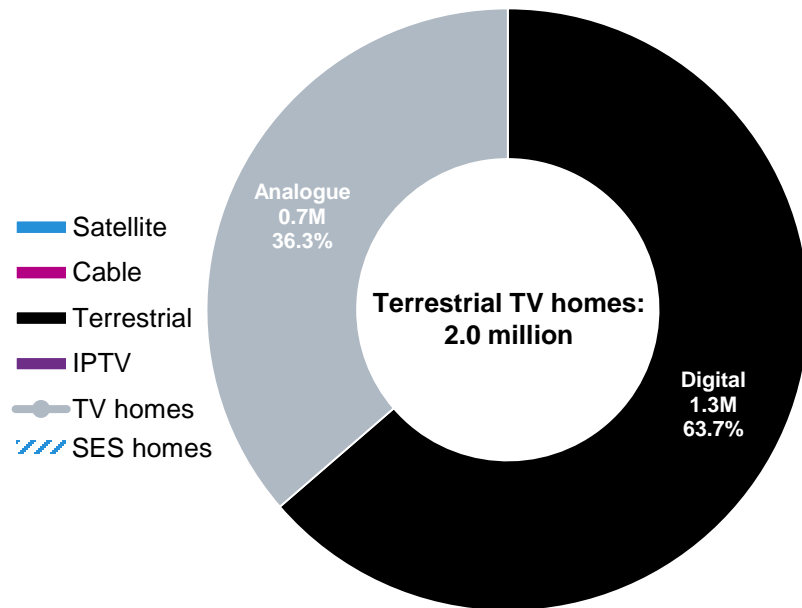
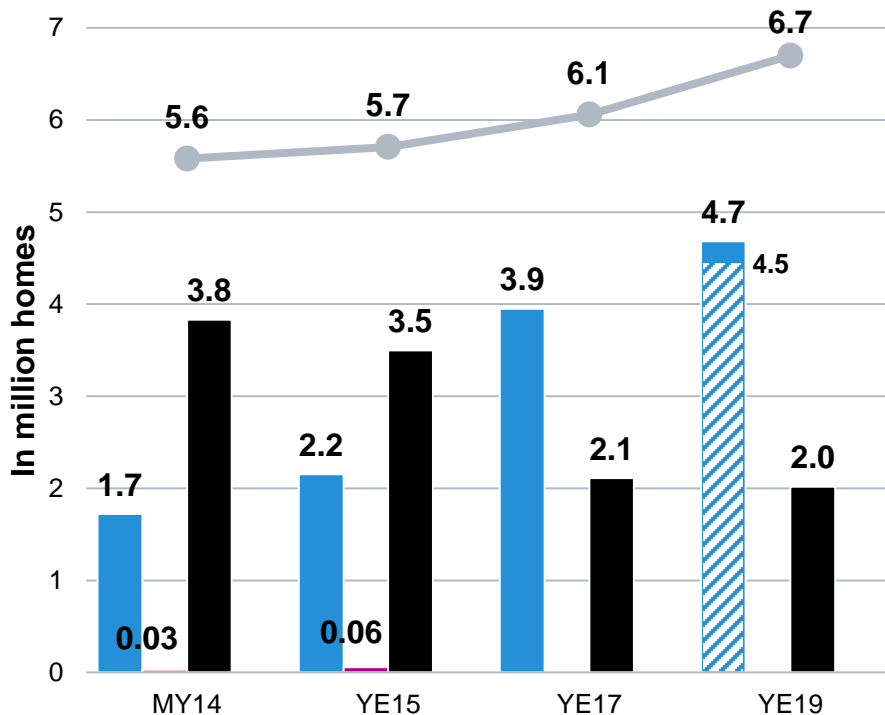
## Well established FTA neighborhood\*\*



\* Unless channel(s) directly solicits for business or in the case of churches, for members to a church based in Ghana or to call a Ghanaian telephone number (subject to change)

\*\* 120+ channels most from Ghana and others from Nigeria

# Satellite more than doubles terrestrial TV in Ghana



Source: Satellite Monitors YE2019

# Video Trends Generating New Opportunities In Ghana

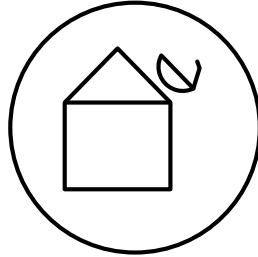
## A Resilient Pay-TV Future

### Increasing Consumption



TV gained **additional 1M HHs** between 2014-19, from **5.6M HHs** in 2014 to **6.7** in 2019.

### Addition of New Digital TV HHs



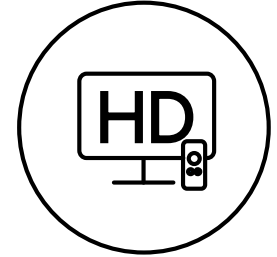
**2M HHs** on Terrestrial, of which **700KHHs** still on Analogue.

### Strong Economy Rebound in 2021



As the economy will see a rebound post-COVID **GDP growth of 6% in 2021** from 1.5% in 2020

### Demand for Better Video Quality



**~48%** of all TV HHs have a flat TV with HD capability from 22% in 2015, but almost no channels on HD.

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