

REDEFINING ETHIOPIAN BROADCASTING

In Ethiopia, the broadcasting industry is poised for massive growth. At the heart of this transformation is Ethiosat—a solution developed by SES in conjunction with the Association of Ethiopian Broadcasters (AEB) and government channels.



THE CHALLENGES OF DELIVERING CONTENT TO ETHIOPIA

Prior to Ethiosat, Ethiopian broadcasters were serviced by Middle Eastern and North African satellite providers to deliver Ethiopian channels within international channel bouquets. This presented a number of challenges:

- Low content discoverability
- Lack of relevant advertising
- High capacity costs
- Need for high-quality signals for HD content

ETHIOSAT—THE PLATFORM CUSTOM-BUILT TO ENHANCE BROADCASTER GROWTH IN ETHIOPIA

FREE-TO-AIR (FTA) TV platform

TV platform

Hosted on

NSS-12 AT 57°E

20+ HD

channels

50+ CHANNELS

including local and international content



DEDICATED PLATFORM

Ethiosat is Ethiopia's first-ever dedicated satellite TV platform.



EXCLUSIVE CONTENT

Entertainment channels are available exclusively on Ethiosat.



HIGH QUALITY

Delivers Ethiopia's favourite channels in high quality.



CULTURAL RESONANCE

Ethiosat brings an end to the clutter of irrelevant content and maintains cultural significance for its viewers.



ALWAYS FREE

Ethiosat is an FTA platform and will always be free.



EDUCATIONAL CONTENT

Includes exclusive educational content for primary and secondary students for each region in Ethiopia to enable continued learning.

HOW ETHIOSAT BENEFITS THE BROADCASTING INDUSTRY

Ethiosat solves key challenges in the Ethiopian broadcasting landscape, ensuring broadcasters can maximise their growth potential.



IMPROVING AUDIENCE REACH

Ethiosat allows broadcasters to reach viewers in every part of the country, including remote regions where 80% of the population resides.



MEETING THE DEMAND FOR HD CONTENT

High-quality signals enable broadcasters to deliver HD channels to audiences—anywhere in the country.



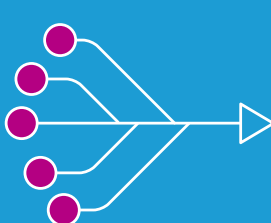
DELIVERING RELEVANT LOCAL CONTENT

Broadcasters can increasingly create and distribute content centred on local culture and traditions, news, and important health information.



BOOSTING ADVERTISING REVENUES

The ability to serve locally relevant ads to Ethiopian audiences fosters strong, mutually beneficial relationships between broadcasters and advertisers.



ENABLING OPERATIONAL EFFICIENCY

Ethiosat's end-to-end content management, playout, and aggregation processes enable seamless operations for broadcasters.

THE ELEVATE INSTALLER TRAINING PROGRAMME

Our ELEVATE Installer Training Programme supports the growth of broadcasters. Skilled installers certified via the programme make sure that satellite receivers are installed and pointed correctly, so customers can enjoy issue-free service from day one.

The ELEVATE Installer Programme has:



- 1** | Trained and certified **over 3,000 installers** in Ethiopia
- 2** | Ensured **positive customer experiences** from the first day of service
- 3** | **Enhanced employment** opportunities for Ethiopian youth