

# ETHIOPIAN BROADCASTERS

Bringing greater content choice  
and new channels to viewers

## Case Study

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### Industry

Broadcasters

### Location

Ethiopia | Africa

**SES**<sup>▲</sup>

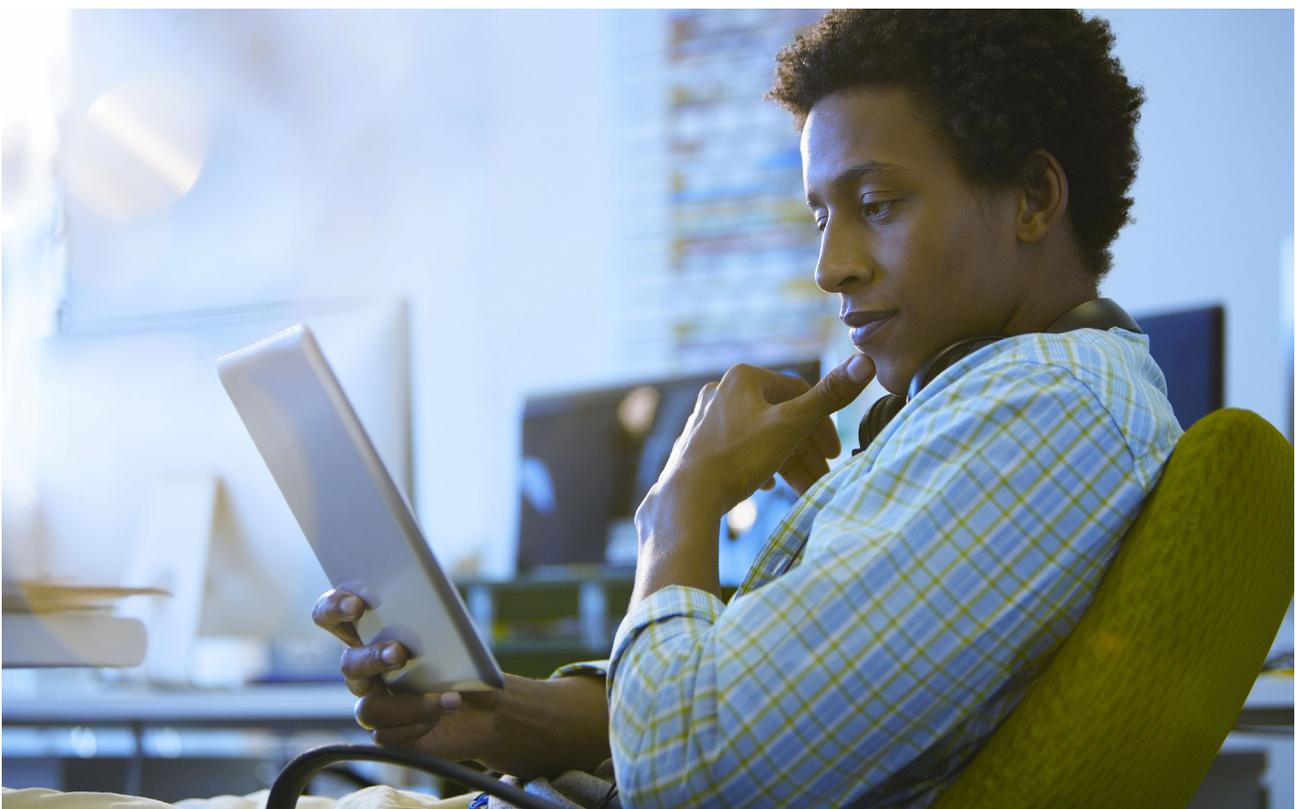
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For over 30 years, SES has been a key facilitator for broadcasters worldwide, with its satellite network delivering content to billions of viewers. In emerging markets, SES's role has been crucial, providing the means to reach audiences over huge landmasses, often living in remote locations. The introduction of SES's cloud playout has opened up exciting new opportunities, providing a cost-effective and agile solution for launching new TV channels in these markets. Harnessing the benefits of the cloud, broadcasters of any size can now playout their channels more cost-effectively via the cloud than via hardware-based, on-premises solutions.

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In certain emerging markets, connection to the internet has often been a challenge, presenting a problem for broadcasters, especially single or multi-channel broadcasters, contributing and aggregating content from different places. This has often been done aggregating content via physical media (hard drives, USBs etc.). With the ever-increasing consumer demand for content, the ability to consolidate and manage content easily in one place has become essential.

At the same time, the COVID-19 pandemic has created the need for flexible broadcast workflows, with teams requiring everything to be available on their laptops and desktops to keep programming running. With reduced budgets, cost reductions have become a priority with broadcasters looking for ways to bypass heavy investment in hardware and other third-party equipment, as well as renting office space.



With the pandemic accelerating the deployment of reliable internet connectivity in emerging markets, public and private broadcasters started to look for alternative solutions for channel management. Single channel operators turned to SES as their trusted satellite distribution provider, with the new cloud playout solution offering an attractive, value-added service.

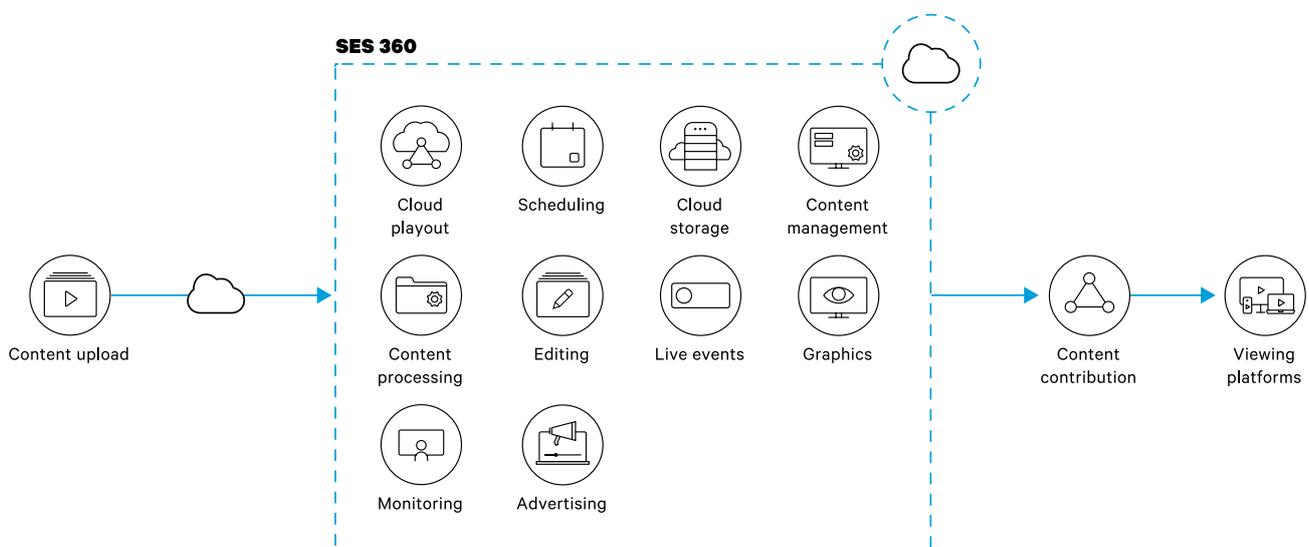
SES Cloud Playout virtualises all the functions of channel management and playout in cloud-based software, including encoding, graphics, live content, subtitles, dubbing ad insertions and more. As well as reducing complexity, the solution speeds up the operational time to launch new channels.

Using SES 360's unified media platform, users can simply manage the cloud playout themselves. All the functions are in the cloud and immediately accessible via a centralised web-based browser, eliminating the need for upfront investment in on-premise equipment, with full redundancy. All the stages can be managed on users' own laptops and desktops, including storing, scheduling, uploading, editing, inserting graphics and ads, subtitles etc. The channel can then be delivered directly to selected linear, online, and social media destinations via SES's hybrid distribution network (via satellite, fibre or IP) and global teleports.

Today, there is ever increasing demand from broadcasters in Ethiopia and other African countries to add SES cloud playout to their current SES satellite distribution services. These include some of the region's most popular channel operators, including Kana, OBS, Dire TV, SIDAMA, EOTC, Minber TV, SODERE TV and Yegna TV.

The advantages of SES Cloud Playout are manifold, delivering cost-efficient, secure and streamlined channel management with greater agility. Customers only pay a fixed price for services when they use them without having to invest upfront in costly equipment. The solution is also future-proof via simple software upgrades and fast to implement, only taking about one month to set-up, with a range of monetisation opportunities.

## Workflow





**Provided Solutions**

- Cloud playout
- Scheduling
- Cloud storage
- Channel management
- Content processing
- Editing
- Live event
- Graphics
- Monitoring
- Advertising
- SES 360
- Hybrid content distribution (via satellite, fibre, IP)

**CLOUD**

based solution

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**MILLIONS**

of viewers

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**FAST**

set-up

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“SES Cloud Playout has exceeded our expectations. Available within our umbrella SES 360 platform, this cloud-based solution allows customers to contribute content and set up their programmes in a cost effective and organized manner with all the content stored on the cloud. Users can edit and finalise the content on their own laptop or desktop wherever they may be; all they need is connectivity and video can be quickly uploaded to the cloud. The solution has been designed for maximum usability, so users can continue to edit the content, insert advertising, and work on the graphics online, while the video is still uploading.”

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**ABDIKADIR AWABDI**

Senior Manager, SES Video