

SES gathers momentum in Asia Pacific with further significant fleet investment

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The increasing popularity of direct-to-home (DTH) satellite television and the growing demand for High Definition (HD) broadcast content across Asia-Pacific are driving the demand for satellite capacity in the region.

With the number of satellite TV (<http://www.onastra.com/2124/en>) channels offered by DTH platforms in Southeast Asia projected to reach 1,600 by 2016, leading global satellite operator SES is ramping up investment activities in Asia-Pacific to meet the increasing demand for satellite capacity.

SES' current committed investment in Asia includes SES-8, which is due to launch in the first quarter of 2013. The satellite will deliver vital expansion capacity to thriving Asian video neighbourhoods in South Asia and Indochina. SES-8 will be the first geostationary satellite launched by SpaceX on a Falcon 9 rocket.

Additionally, SES is looking for further growth opportunities and sees the potential to invest in one to two additional satellites to deliver increased satellite capacity and coverage in Asia-Pacific beyond 2014. The new satellites will help fuel the growth in the pay TV markets and the maritime industry in the region.

"SES has experienced considerable growth in the emerging markets of Asia-Pacific, Latin America and Africa in the past year, which contributed 24 per cent of total revenue in 2011. By making these substantial investments to meet demand for satellite capacity in Asia-Pacific, we hope to grow with our customers and continue to be the partner of choice for broadcasters, governments, businesses and communities here," said Deepak Mathur, Senior Vice President, Commercial, Asia-Pacific and the Middle East, SES

About SES

SES is a world-leading satellite operator with a fleet of 50 geostationary satellites. The company provides satellite services (<http://www.ses.com/4232583/en>) to broadcasters, such as HD TV (<http://www.onastra.com/278192/hdtv>) and digital TV (<http://www.onastra.com/161743/digital-tv>), allowing internet access while offering a number of TV channels; content and internet service providers, mobile and fixed network operators and business and governmental organisations worldwide.

SES stands for long-lasting business relationships, high-quality service and excellence in the broadcasting industry. The culturally diverse regional teams of SES are located around the globe and work closely with customers to meet their specific satellite bandwidth and service requirements.

SES (Euronext Paris and Luxembourg Stock Exchange: SESG) holds participations in Ciel in Canada and QuetzSat in Mexico, as well as a strategic participation in satellite infrastructure start-up O3b Networks. Further information under: www.ses.com.

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