

London, 27 March 2012

Satellite Monitor Year End 2011



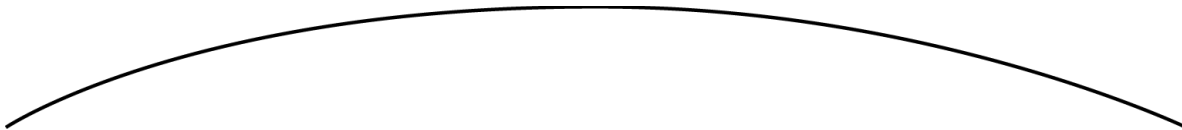
Norbert Hölzle

Senior Vice President Commercial Europe

Agenda

- 1) The European TV market
- 2) ASTRA reach in Europe
- 3) HD – a success story
- 4) SES worldwide reach
- 5) ASTRA reach in the UK

And the winner is...



...SATELLITE!

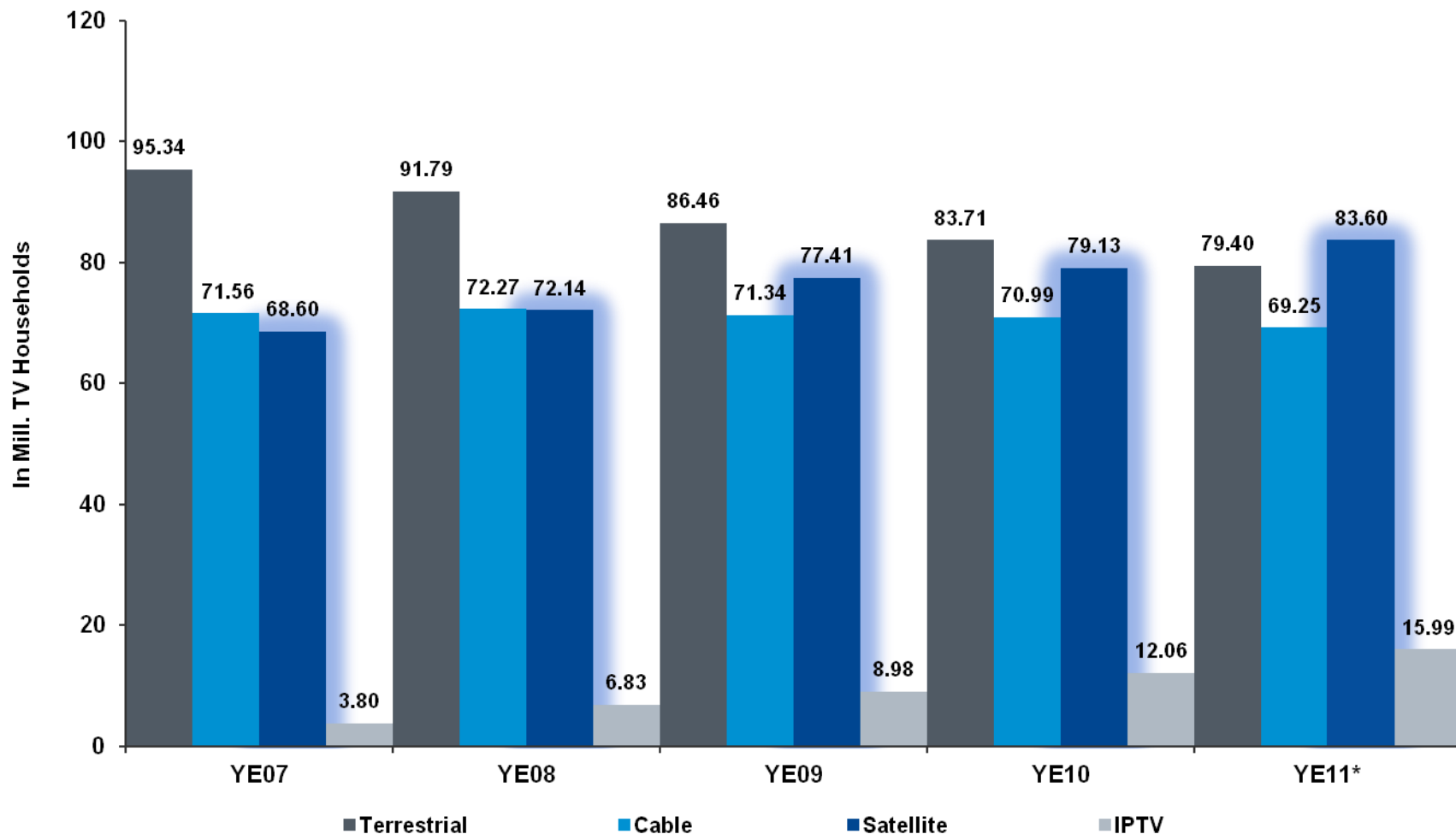


Highlight

Satellite takes the lead over terrestrial and cable:

84 million households receive satellite TV

Modes of TV reception



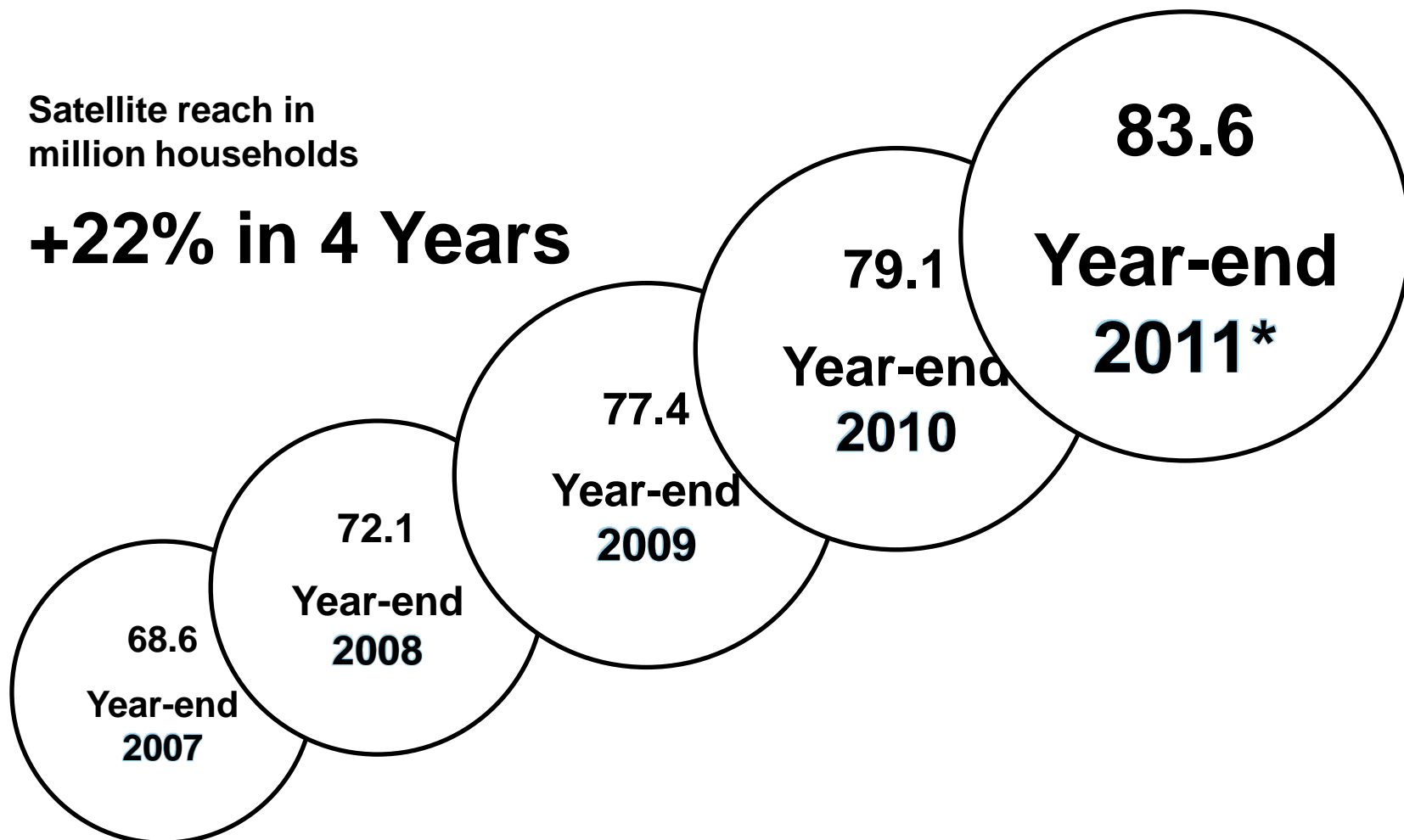
* Belarus, Bosnia, Finland, Norway, Portugal and Serbia not updated at YE11, therefore based on YE10

Source: Satellite Monitor

Satellite: Steady growth

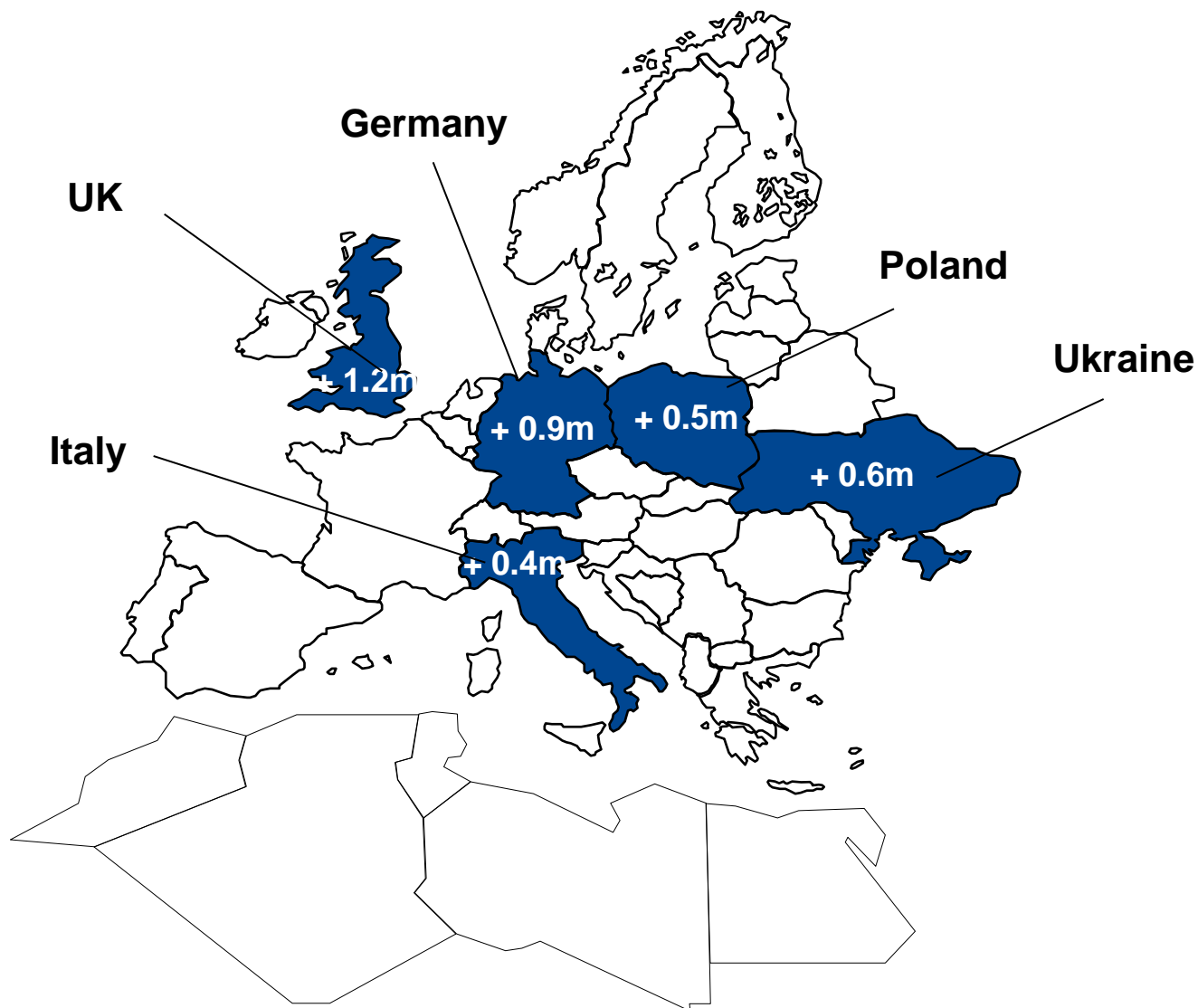
Satellite reach in
million households

+22% in 4 Years

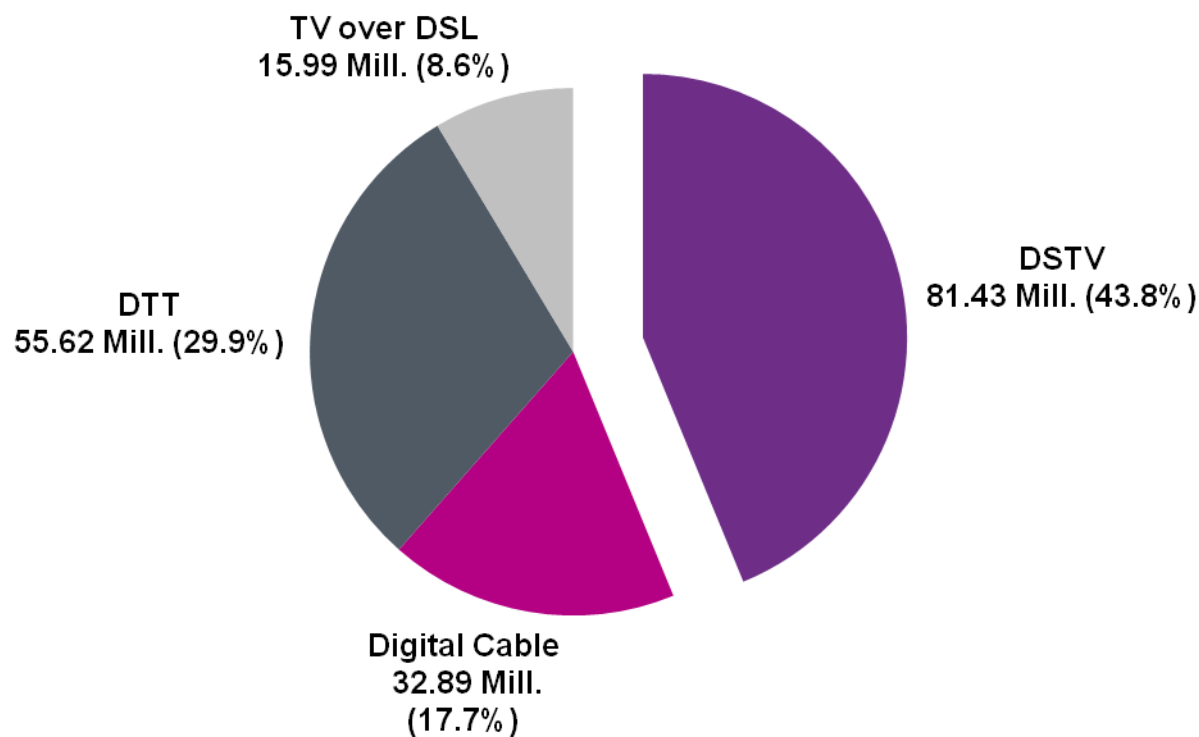


* Belarus, Bosnia, Finland, Norway, Portugal and Serbia not updated at YE11, therefore based on YE10
Source: Satellite Monitor

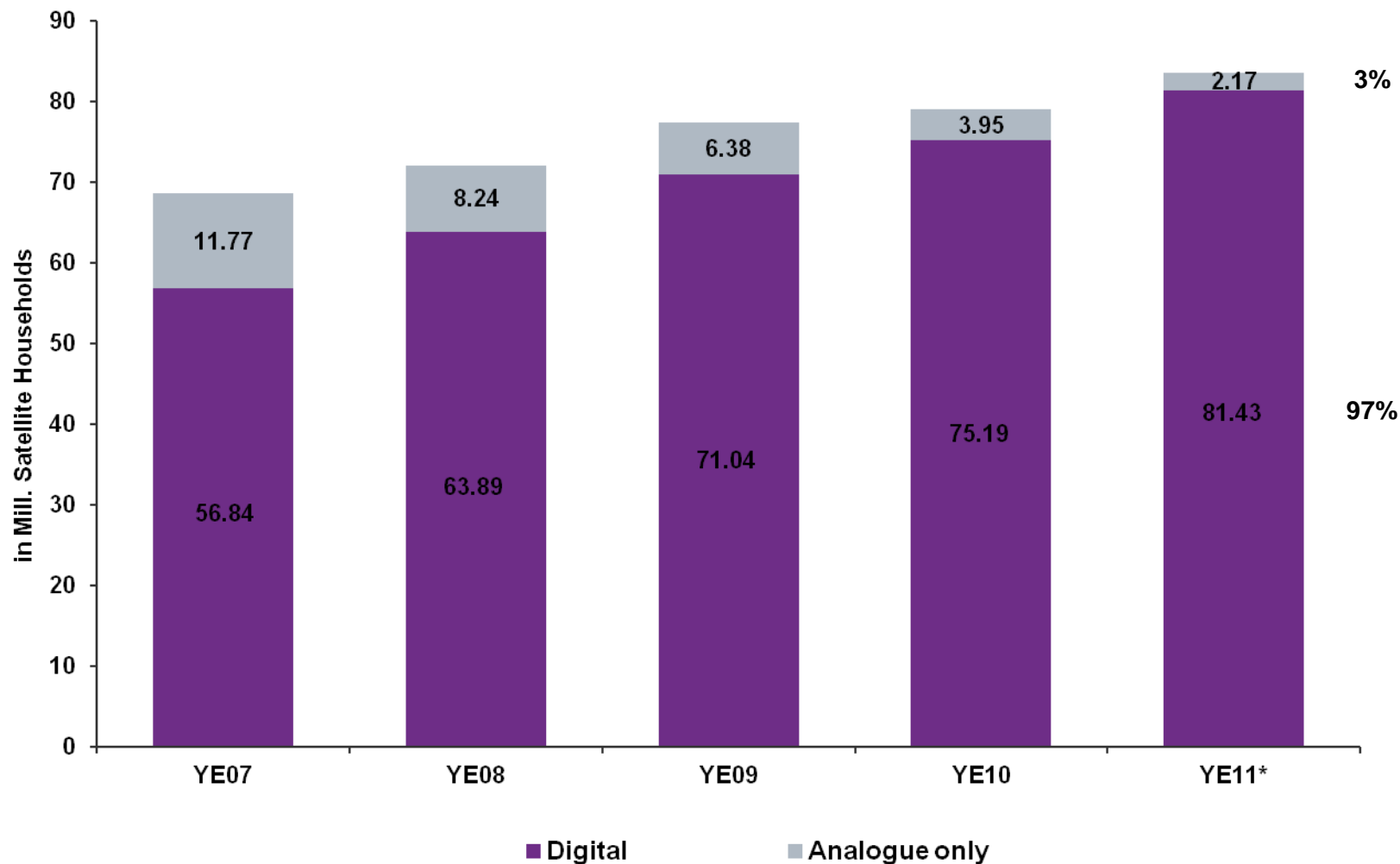
Main satellite growth markets



Satellite is also digital leader



Satellite: highest digitalisation rate



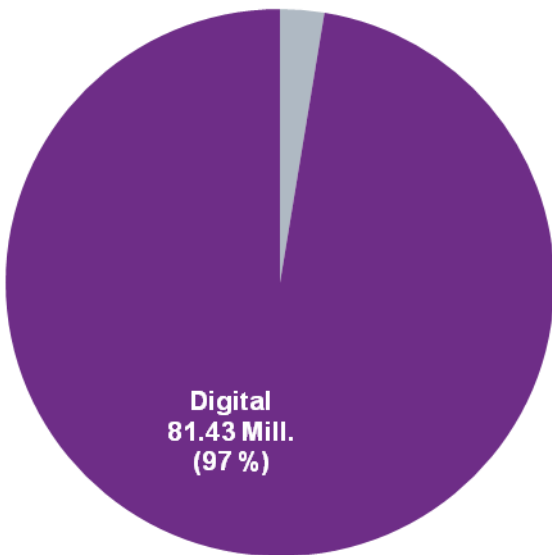
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Source: Satellite Monitor

Digitalisation rates compared

Satellite

Analogue only
2.17 Mill. (3%)

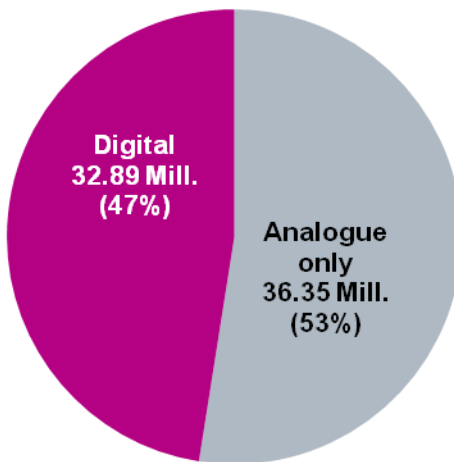


Base: 83.60 Mill. Satellite Households

Cable

Digital
32.89 Mill.
(47%)

Analogue only
36.35 Mill.
(53%)

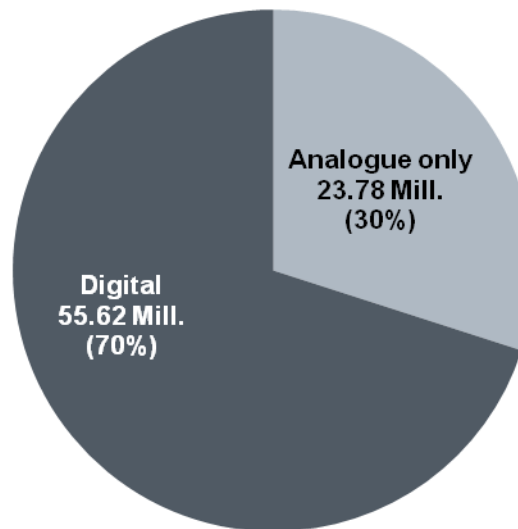


Base: 69.25 Mill. Cable Households

Terrestrial

Analogue only
23.78 Mill.
(30%)

Digital
55.62 Mill.
(70%)



Base: 79.40 Mill. Terrestrial Households

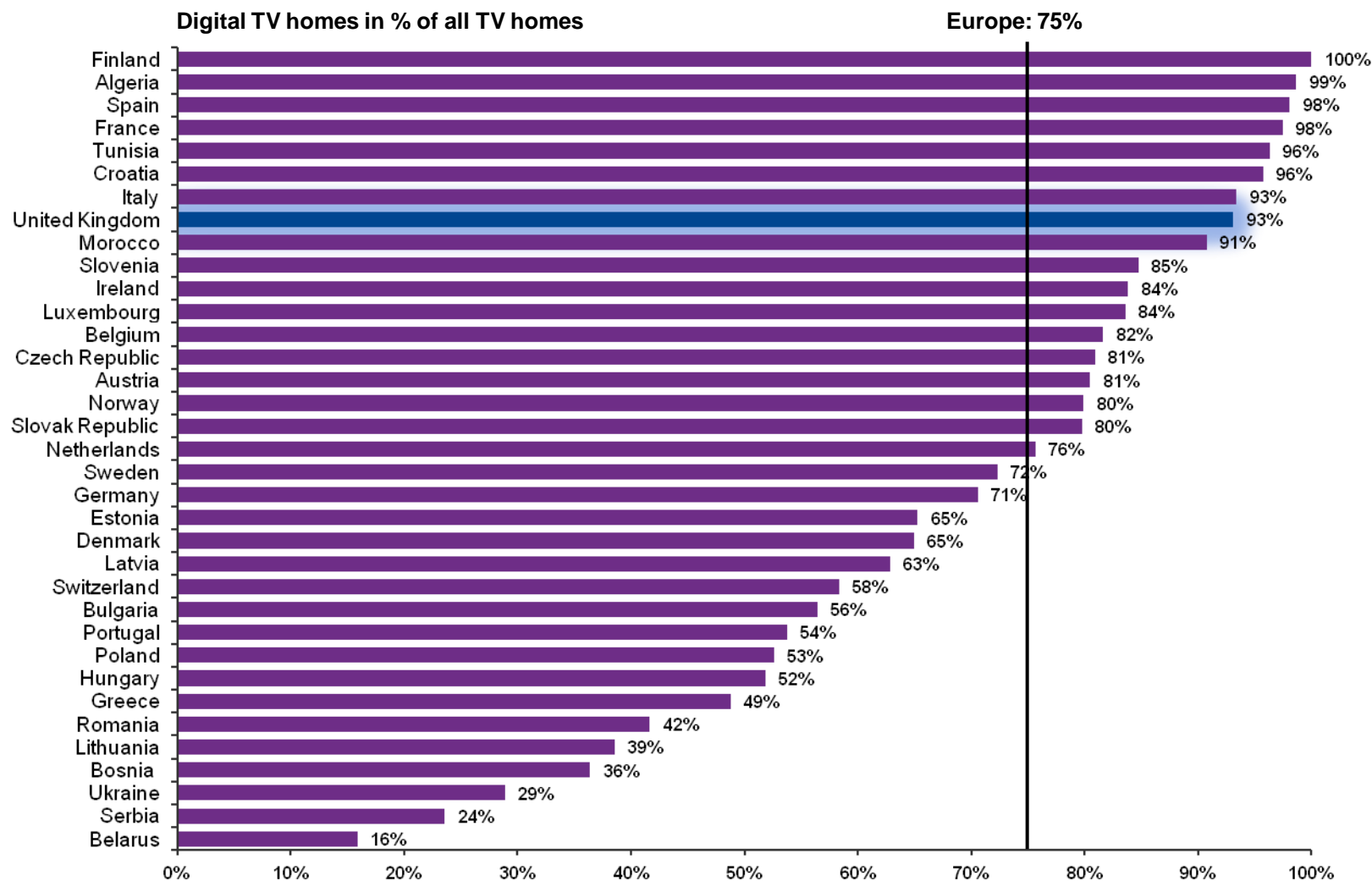
IPTV

Digital
15.99 Mill.
(100%)



Base: 15.99 Mill. IPTV Households

European ranking: digitalization



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ASTRA reach increases further

**142 Million TV households in Europe served by
ASTRA**

+ 7 million in 2011

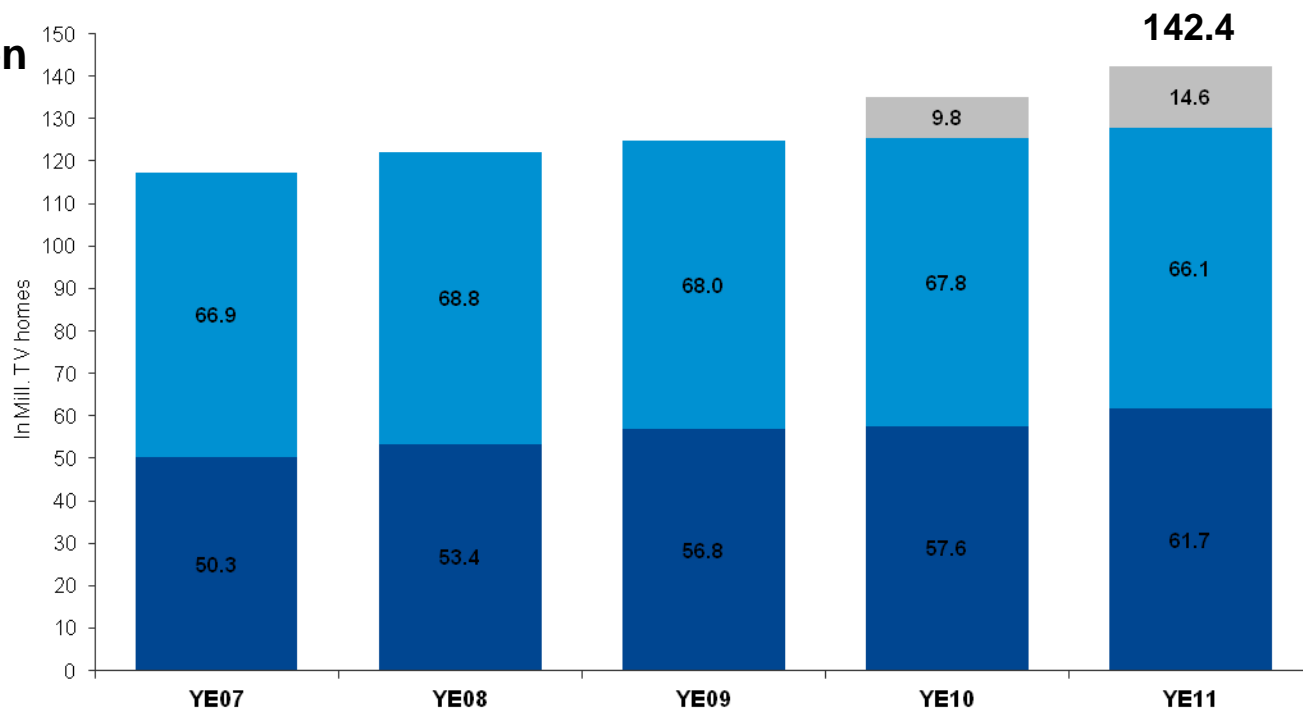
+ 25 million within four years

ASTRA reach increases further

■ 15 M. IPTV homes

■ 66 M. via Cable

■ 62 M. in DTH reception



Leading TV platform in Europe

57%

of all European **TV** homes
receive from **ASTRA**

Leading satellite system in Europe

73%

of all **satellite** homes
are ASTRA

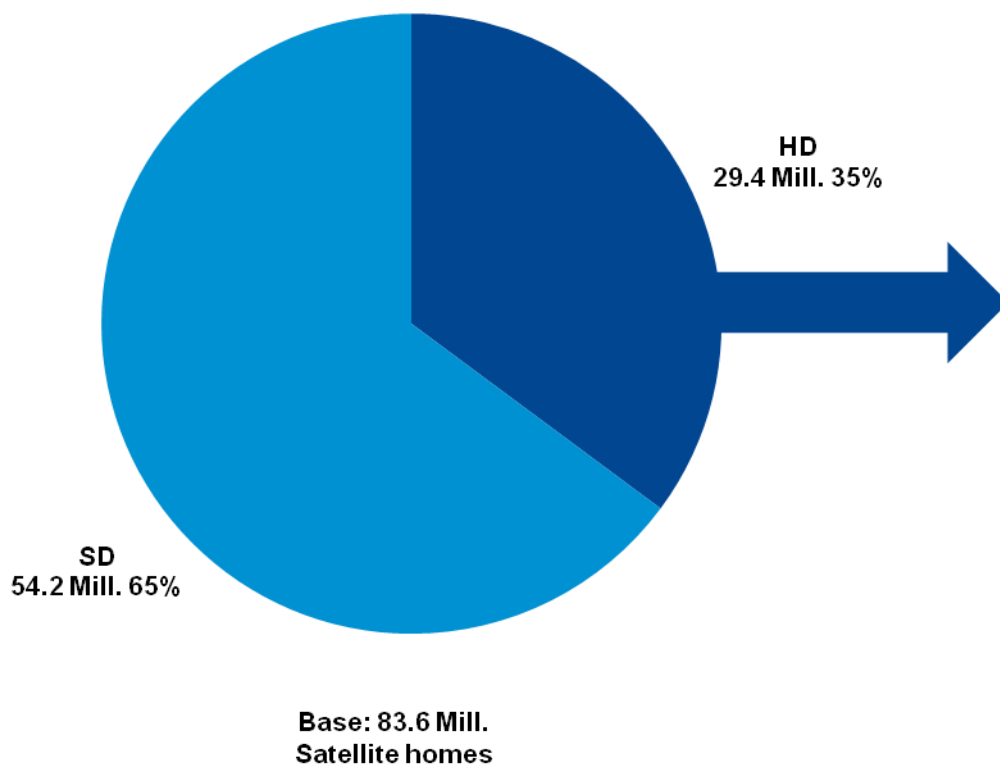
ASTRA is leader in HD

80%

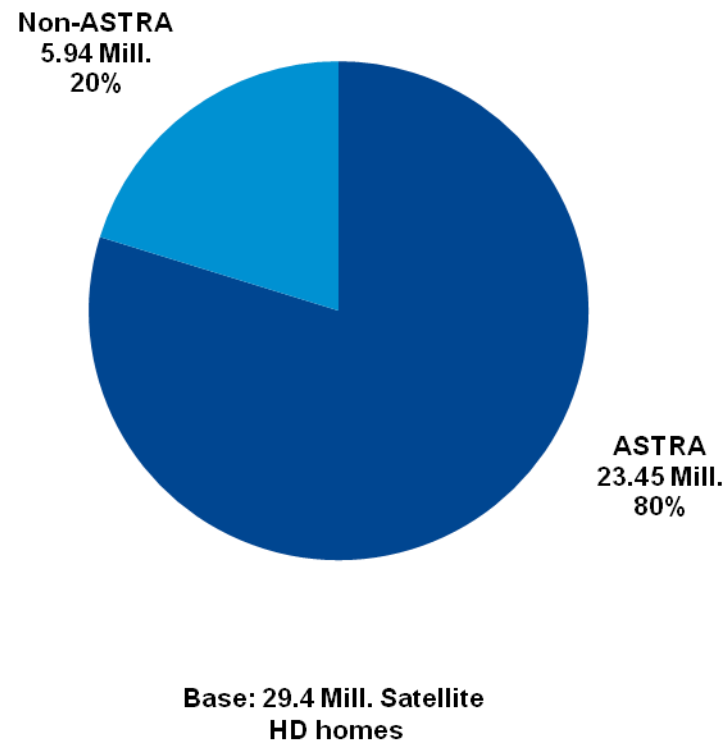
of all **satellite HD** homes
are ASTRA

Leading HD platform in Europe

Satellite is the biggest HD platform
(Cable: 13m ; IPTV: 10m)



ASTRA proves its HD leadership

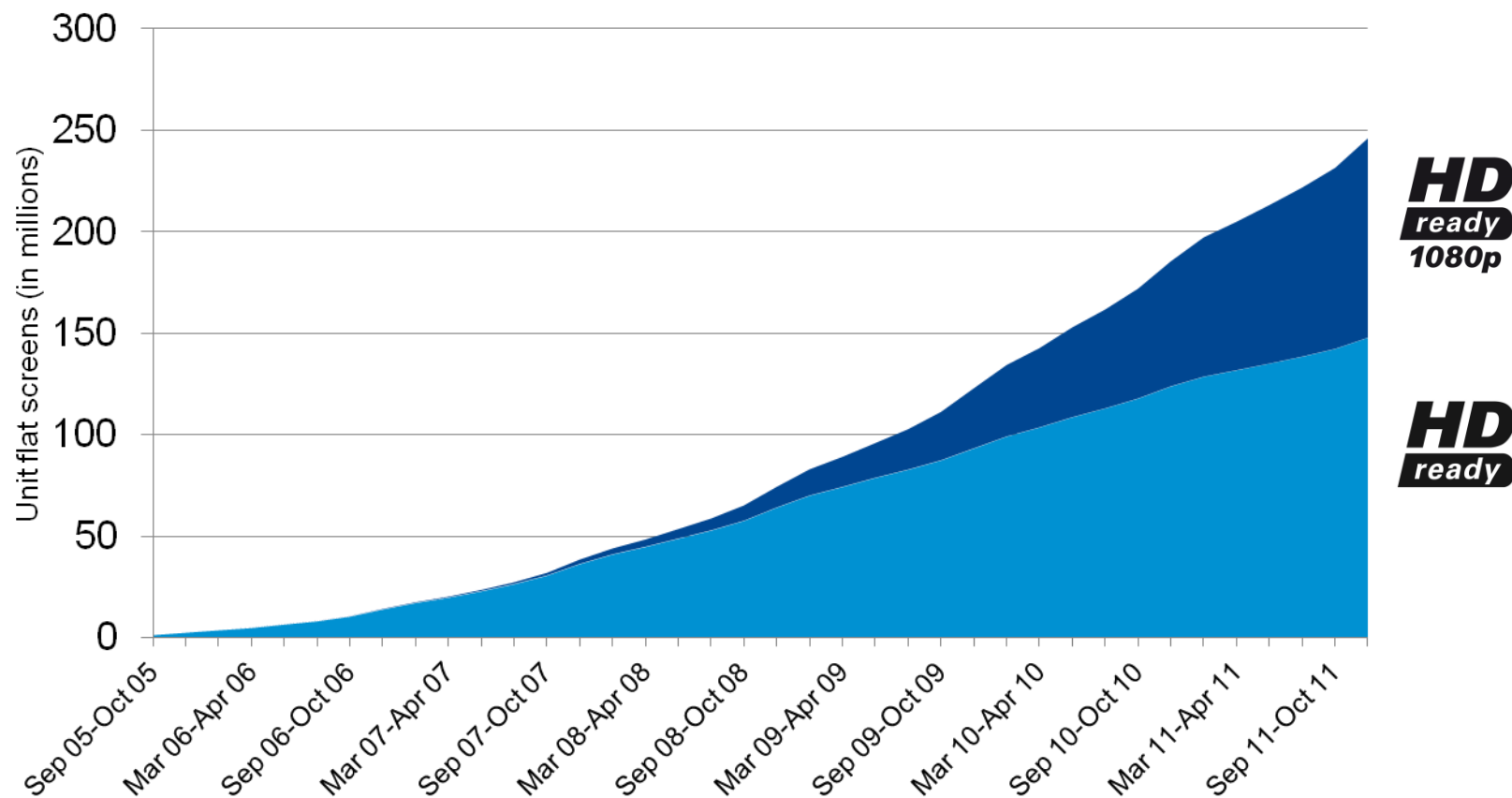


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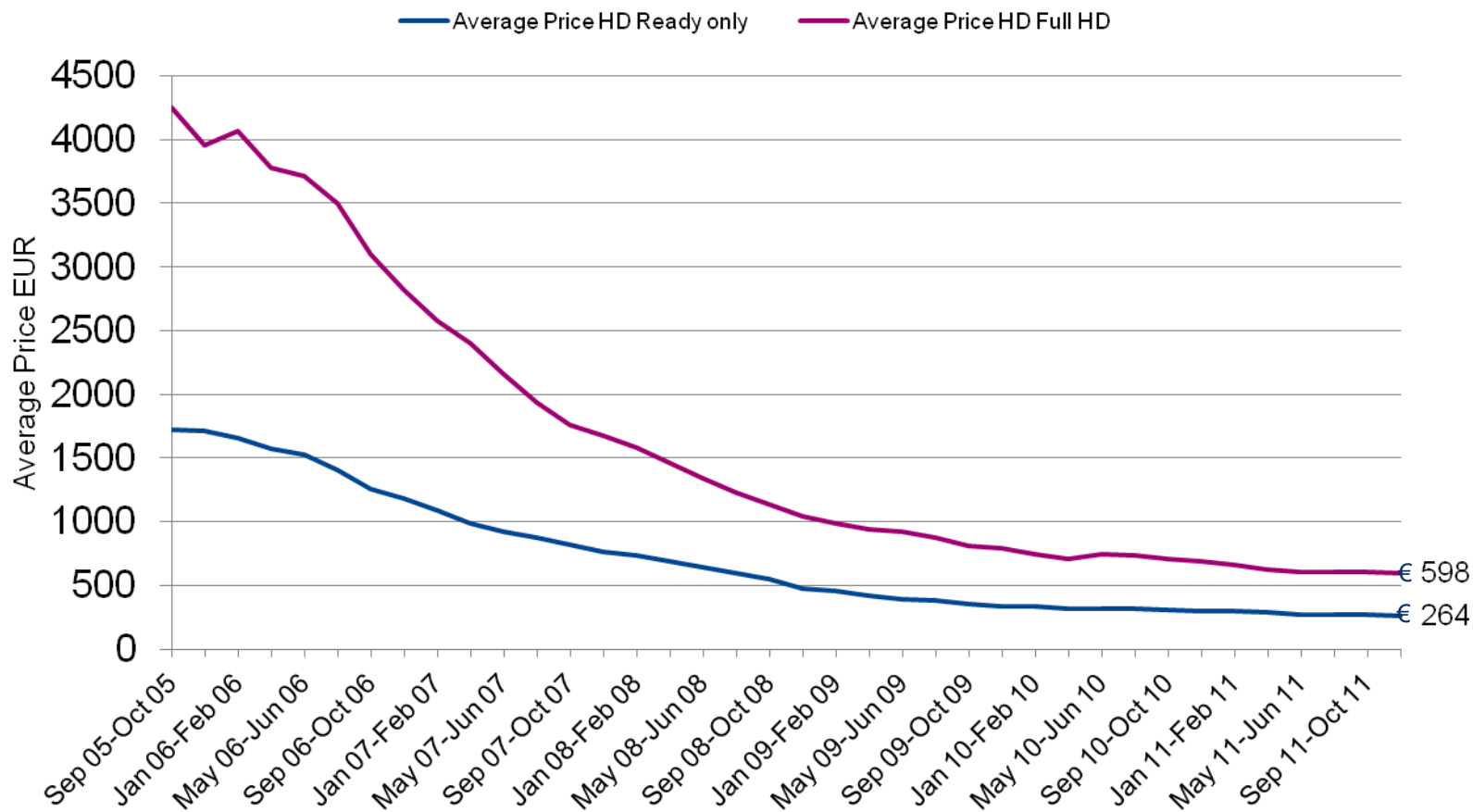
Sales of HD screens in Europe

- ▲ More than 245 million HD TV sets sold by the end of 2011



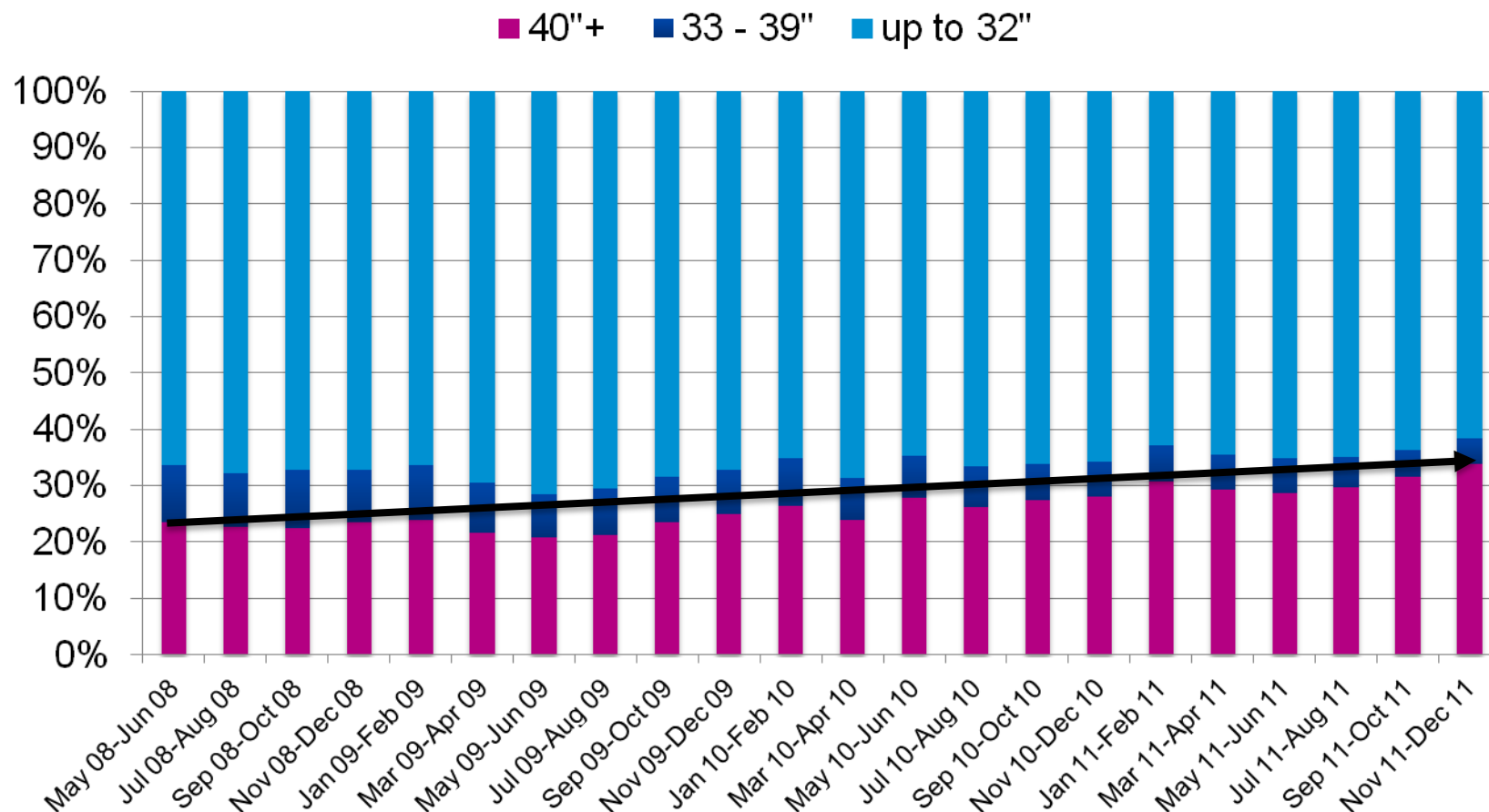
Unit price of HD screens in Europe

- ▲ The average price for Full HD screens has dropped below €600 in December 2011



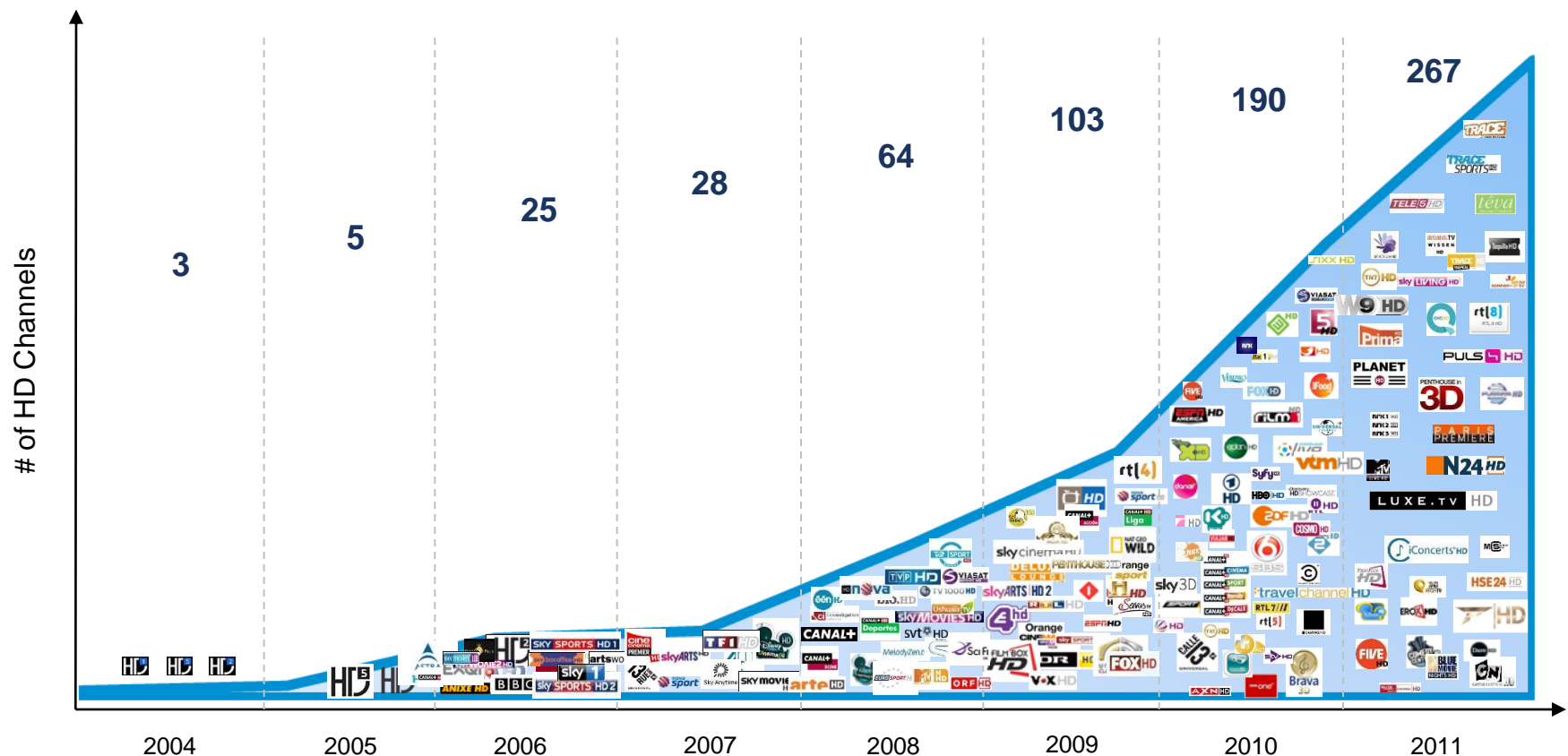
Size of HD screens in Europe

▲ Increase in screens of 40"+, now representing almost one third of units sold



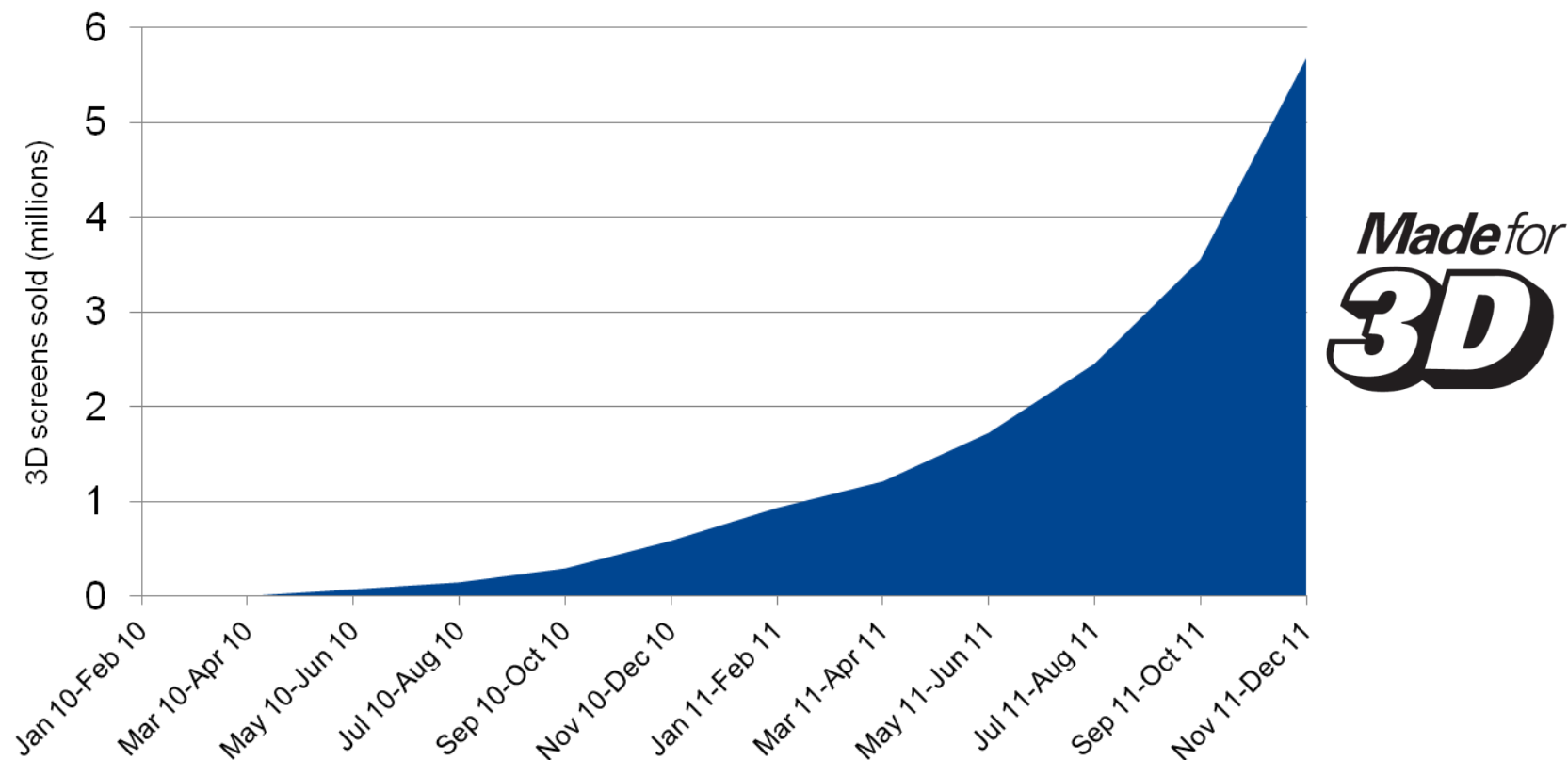
Source: GfK Retail and Technology, December 2011

HD channel growth on ASTRA



Sales of 3D screens in Europe

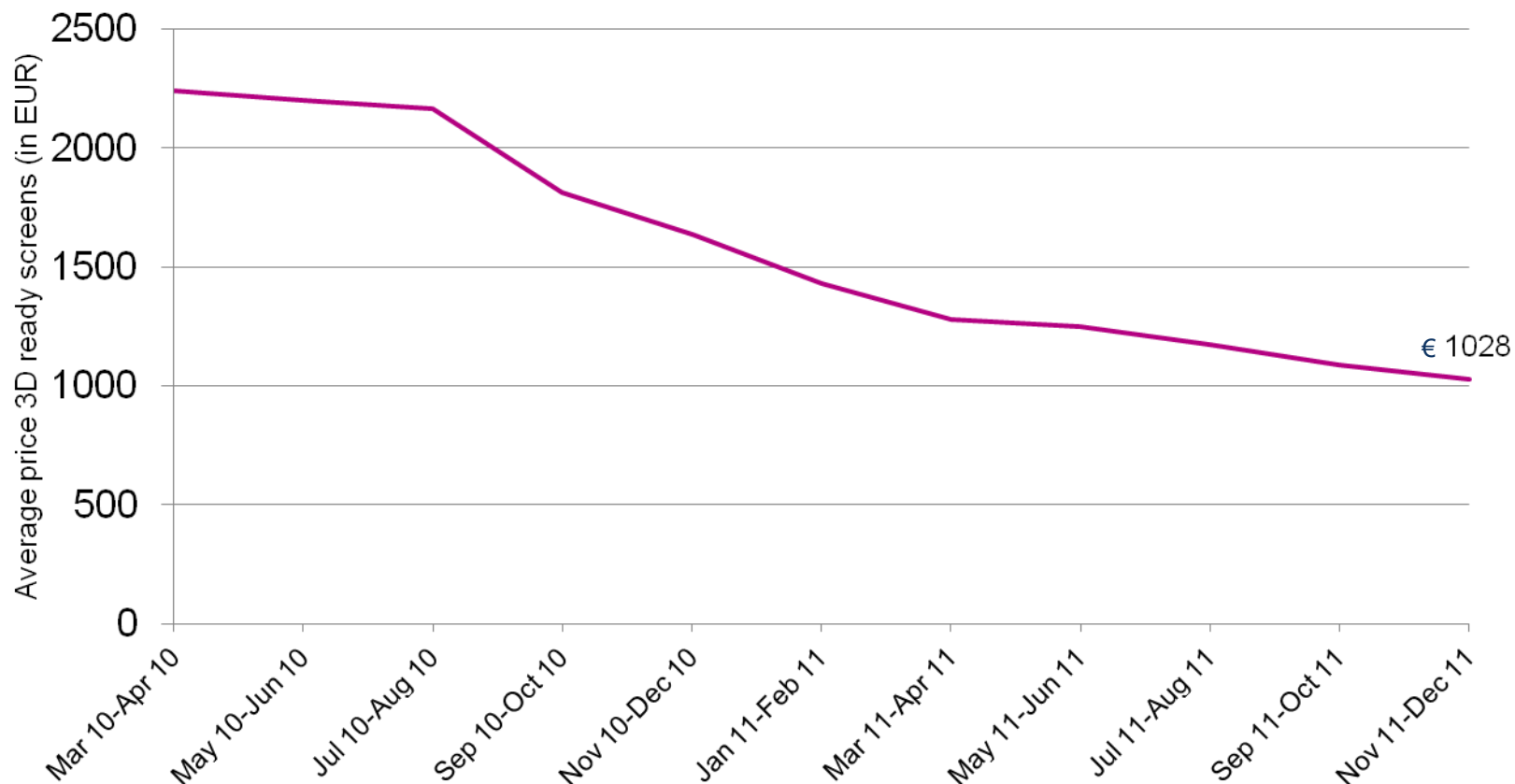
▲ Almost 6 million 3D TV sets sold by December 2011



Source: GfK, Retail and Technology, December 2011

Unit price of 3D screens in Europe

- ▲ The average price for 3D screens has more than halved in 18 months



3D channels available on ASTRA

CANAL+ 3D

sky 3D


Launched	2010	2010	2010	2010	2010	2011
Countries	<ul style="list-style-type: none"> Spain 	<ul style="list-style-type: none"> Germany Austria 	<ul style="list-style-type: none"> UK Ireland 	<ul style="list-style-type: none"> Sweden Denmark Norway Finland 	<ul style="list-style-type: none"> Europe 	<ul style="list-style-type: none"> Europe
Content	<ul style="list-style-type: none"> Sports Movies 	<ul style="list-style-type: none"> Sports Bundesliga Movies Concerts 	<ul style="list-style-type: none"> Sports Premier League Movies Entertainment 	<ul style="list-style-type: none"> Sports Champions League Movies 	<ul style="list-style-type: none"> Opera Concerts Ballet 	<ul style="list-style-type: none"> Cooking Fashion Fitness Travelling

Agenda

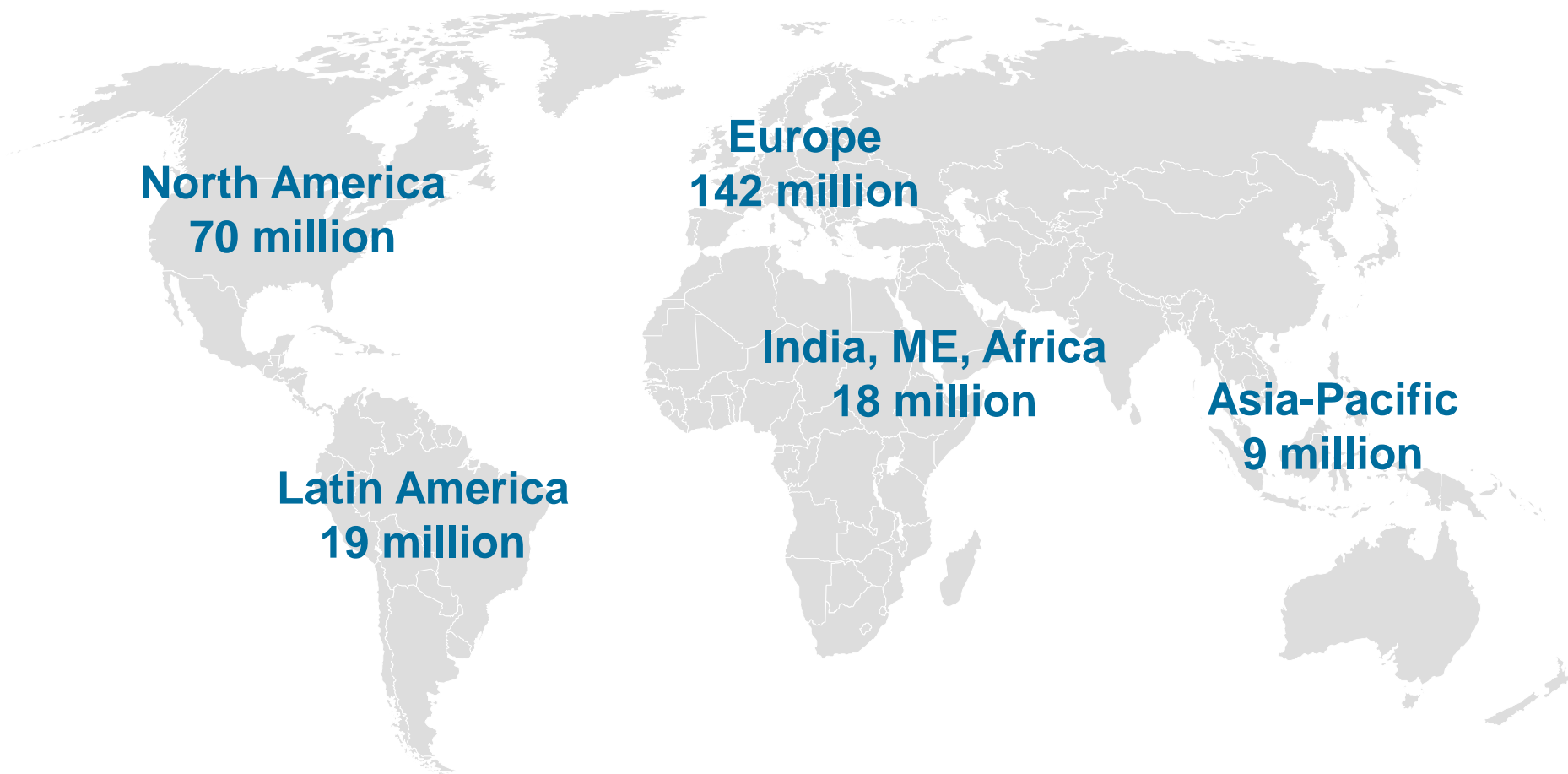
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SES worldwide reach

258

million TV homes

SES is present on all continents



Growth driver worldwide reach: India

- ▲ India is the largest global DTH market with 7 DTH platforms and over 40 million subscribers
- ▲ By 2016, DTH operators are expected to add more than 25 million subscribers in India.
- ▲ SES satellites are home to DishTV, Asia's largest DTH provider and Bharti AirTel, India's largest telco
- ▲ Together they reach **17.5 million** homes



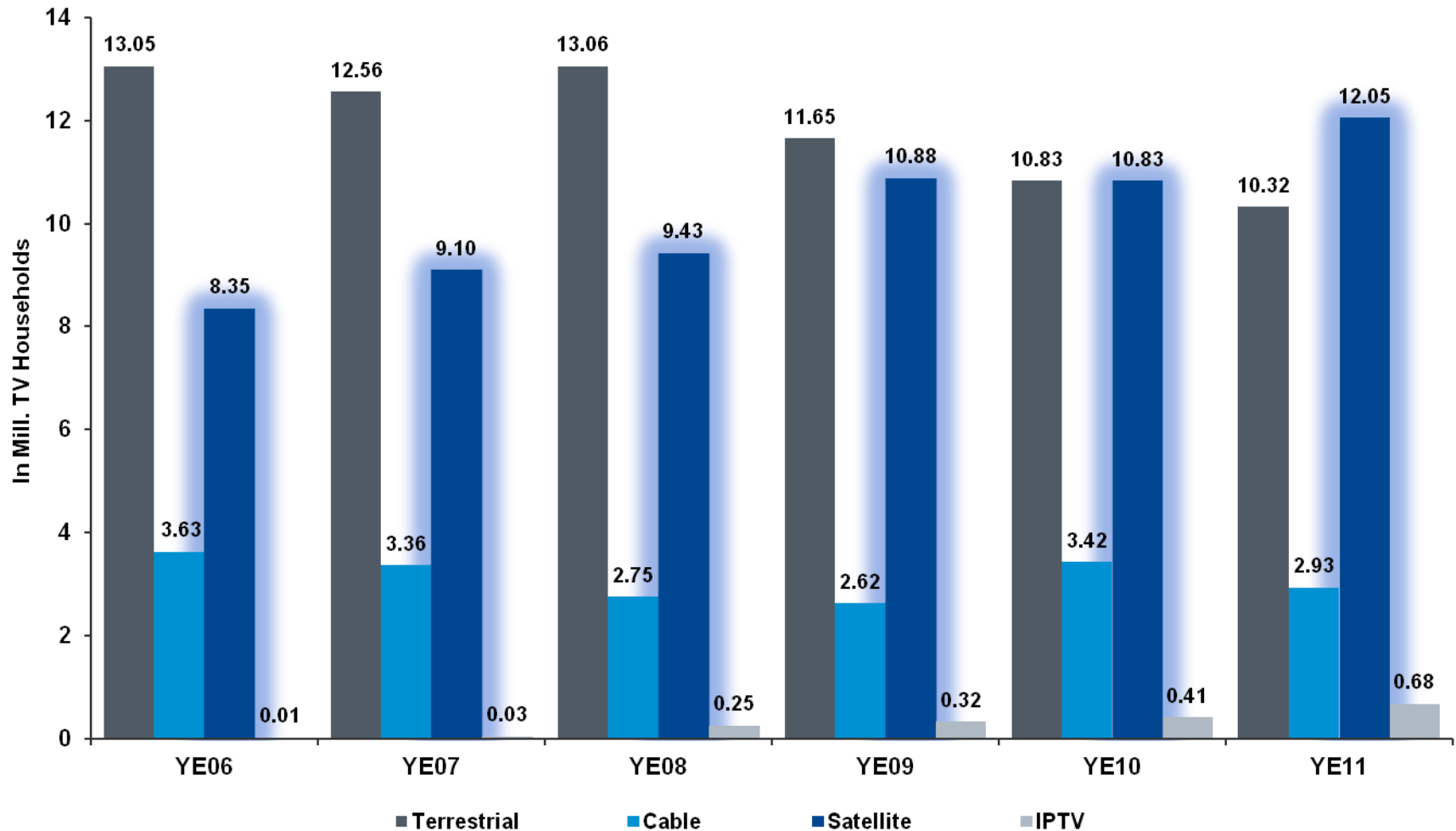
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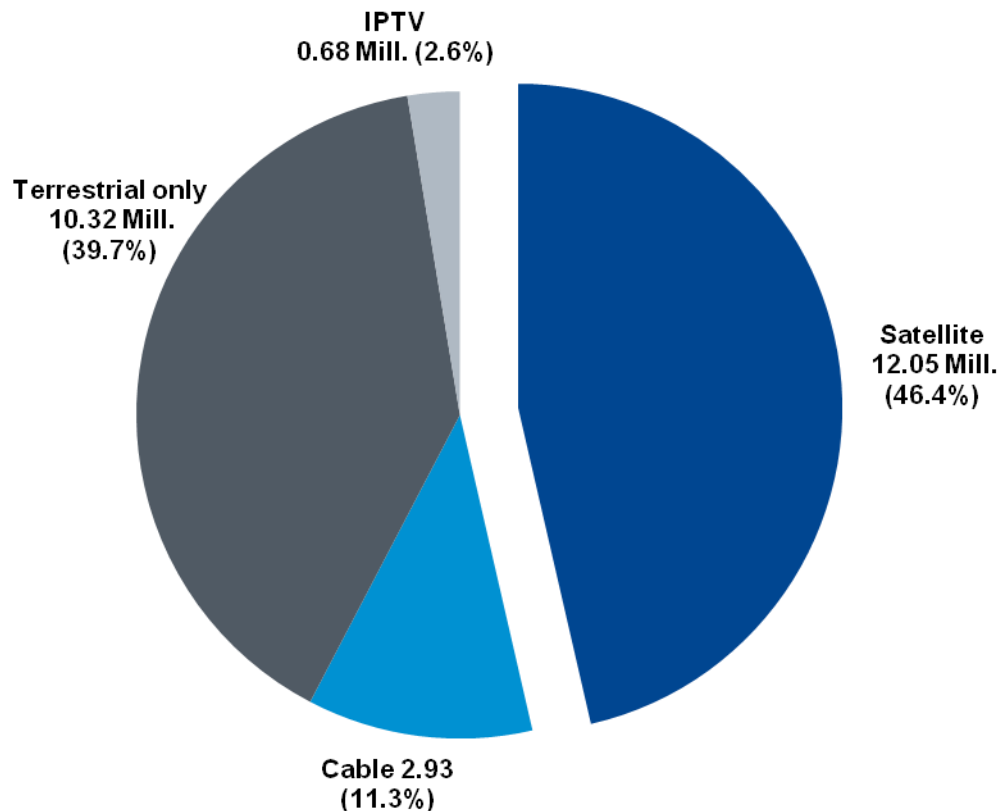
Mike Chandler

Managing Director ASTRA (GB) Ltd

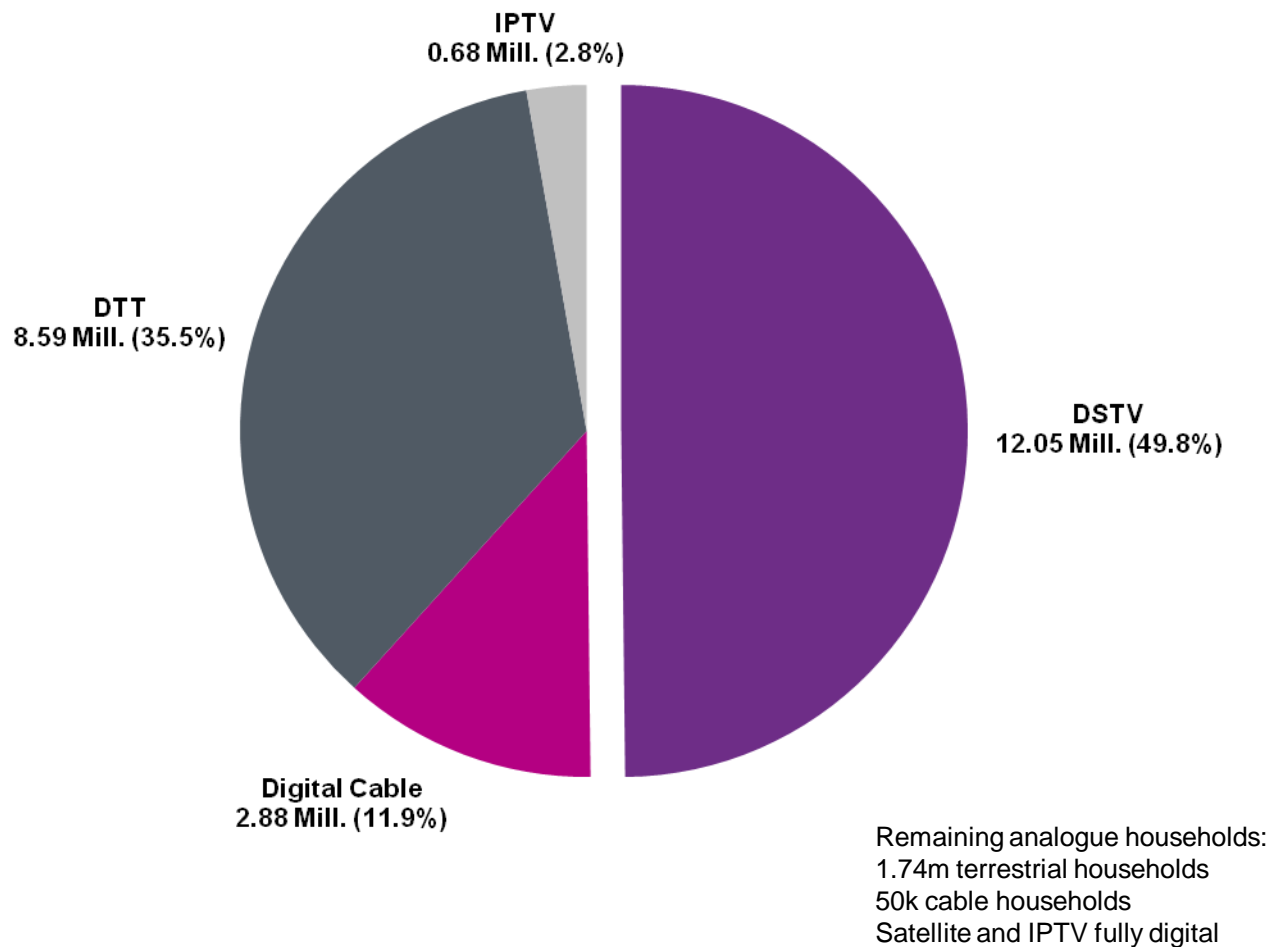
Satellite leading in the UK



Satellite larger than terrestrial, cable, IPTV



Satellite also largest digital infrastructure



SES fleet – global coverage

SES 4

Launched Feb 2012

50th satellite
in SES fleet



Fleet 28.2°E 2012 – 2014

Interim ASTRA 1N

EADS Astrium Procurement: 2F, 2E, 2G
Launch schedule Q4 2012, Q2 2013, Q1 2014

Replacing the 28.2 fleet



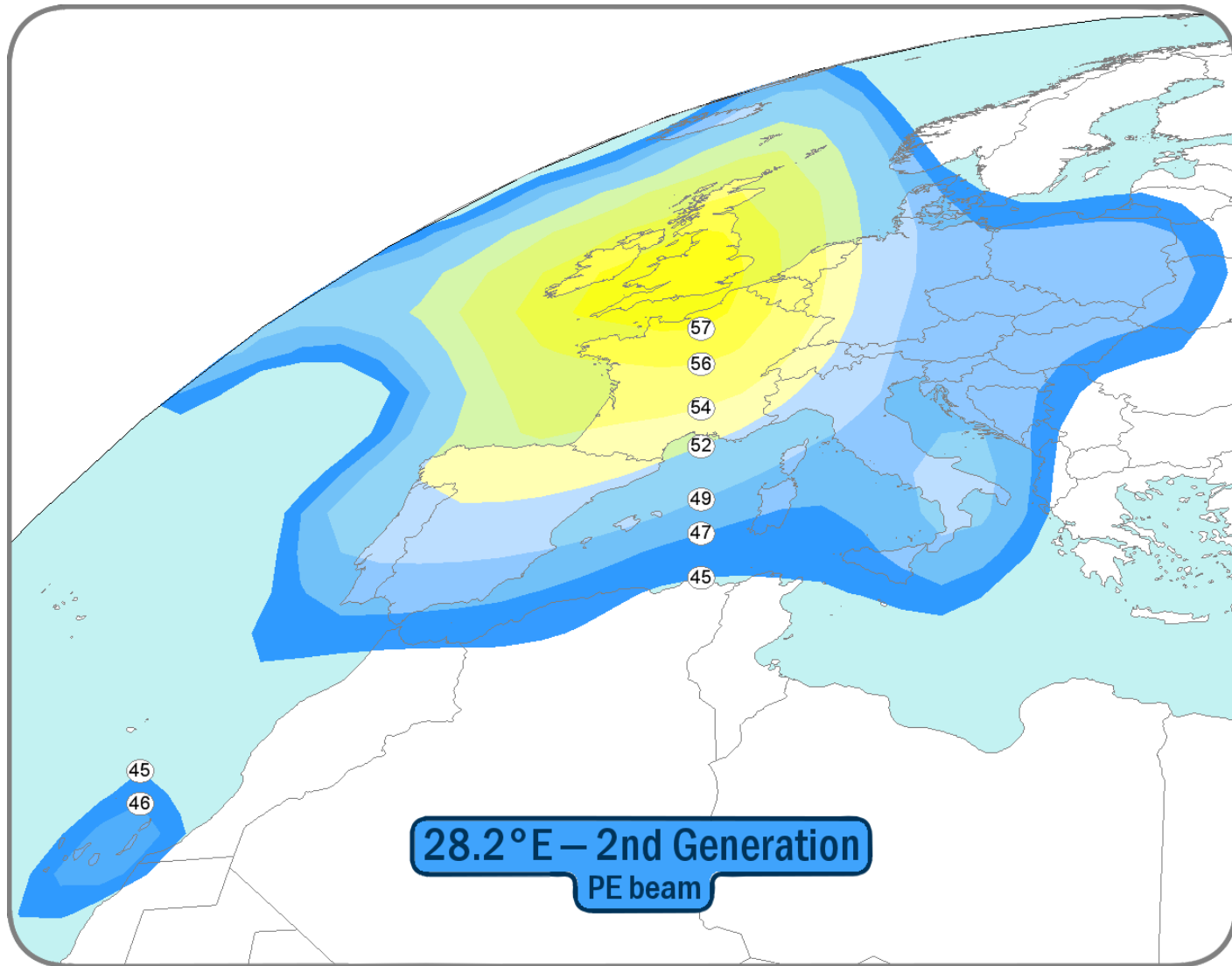
More power over UK & Ireland & greater resilience

- ▲ Inter satellite back up
- ▲ Improved power coverage
- ▲ Zone I dish deployment region extended north and westwards

ASTRA 2 E / F / G

UK & Ireland Pan Euro beam

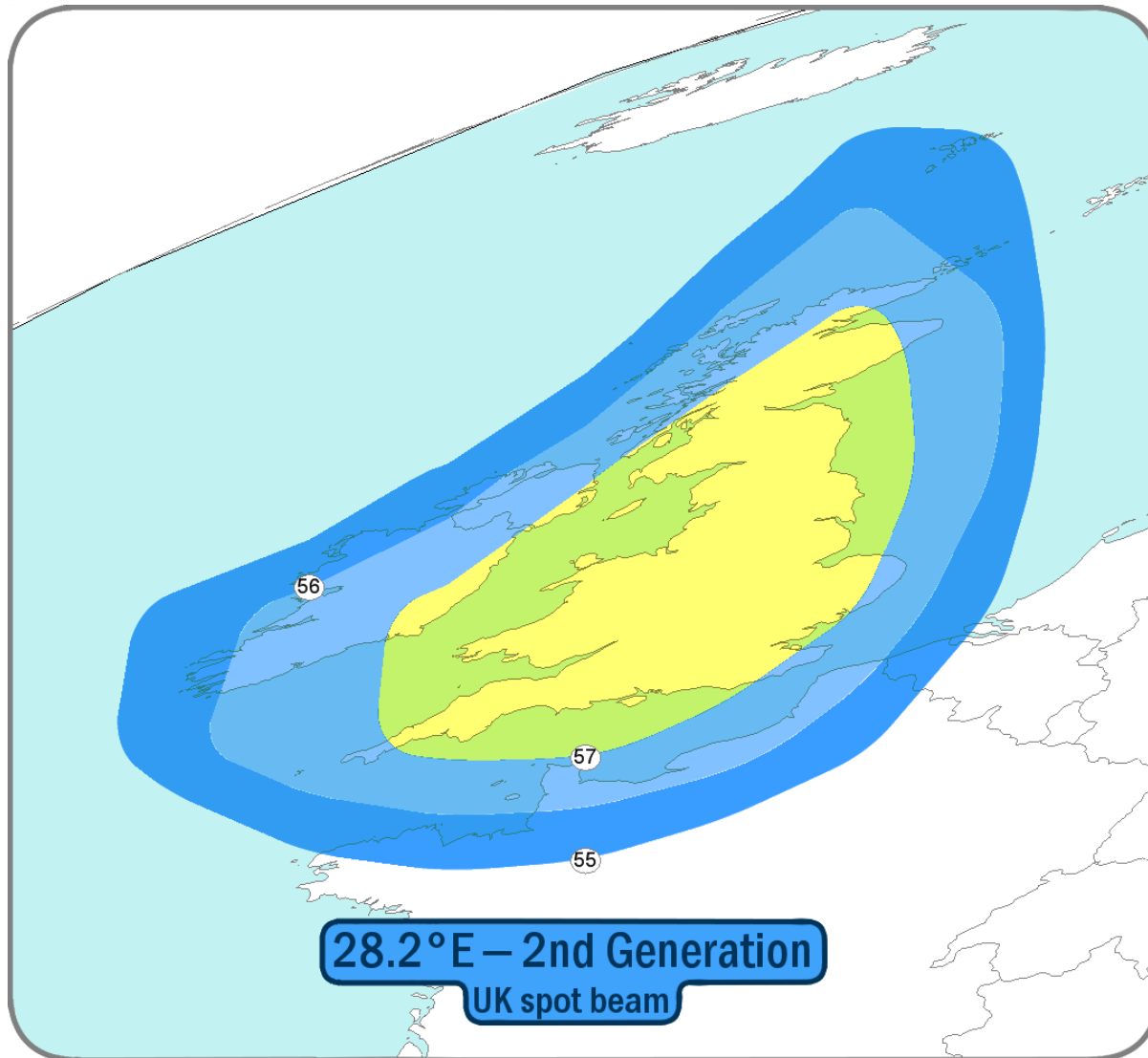
SES[^]



ASTRA 2 E / F / G

UK & Ireland spot beam

SES[^]



Thank you!

