

VIDEO

ULTRA HD VIA SATELLITE

KEY FEATURES

- Bandwidth availability and wide coverage areas
- Immediate reception of UHD content across the satellite coverage with consistent quality
- Potential market of five million connected cable homes via HOTBIRD
- Global distribution and local delivery of UHD services to TV and multiscreen
- Direct (DTH) and indirect delivery feeding and complementing terrestrial networks
- De-congestion of terrestrial networks from bandwidth heavy content
- Demo channel in HEVC on HOTBIRD for cable, IPTV and pay-TV platforms
- 8k demo channel launched on HOTBIRD in September 2019

DELIVER AN UNPRECEDENTED VIEWING EXPERIENCE WITH

CINEMA-LIKE PICTURE QUALITY

The vision of the future is fast becoming a reality for millions as the broadcast industry adapts to Ultra HD (UHD), the new benchmark in commercial broadcasting. 4k and 8k UHD bring higher resolution, progressive scanning, higher frame rates, a broader range of colours, higher Dynamic Range, and immersive audio. Creating a stunning immersive experience, it is surpassing consumer expectations today and will continue to do so for decades to come.

MORE HOMES

135M
TV homes in EMEA

66M in Western Europe

31M in Eastern Europe

38M in MENA

75% of DTH homes HD-equipped

78% in Europe

49% in MENA

MORE QUALITY

+350
HDTV channels

↑15% IN 2018
1 in 3 channels broadcast in HD

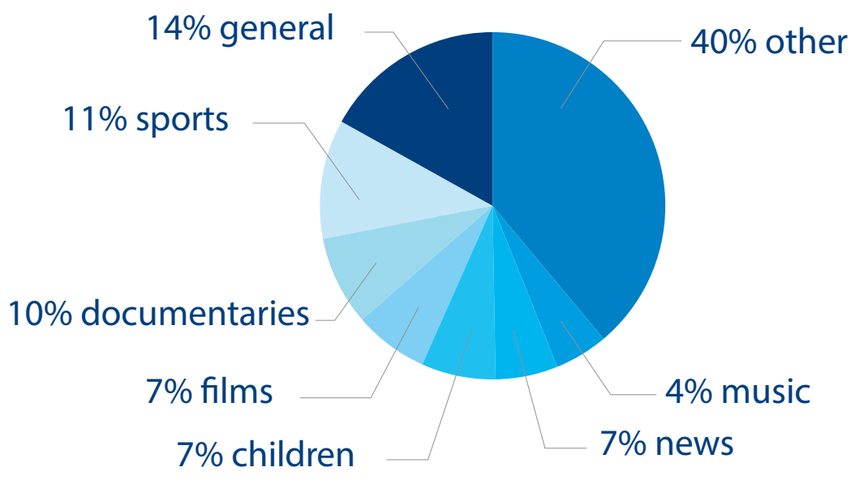
7
UHD channels

MORE CHOICE

1000
TV channels

600
exclusive channels

400



MORE NETWORKS

90%
penetration of cable networks close to 100% in some countries

65M
satellite homes

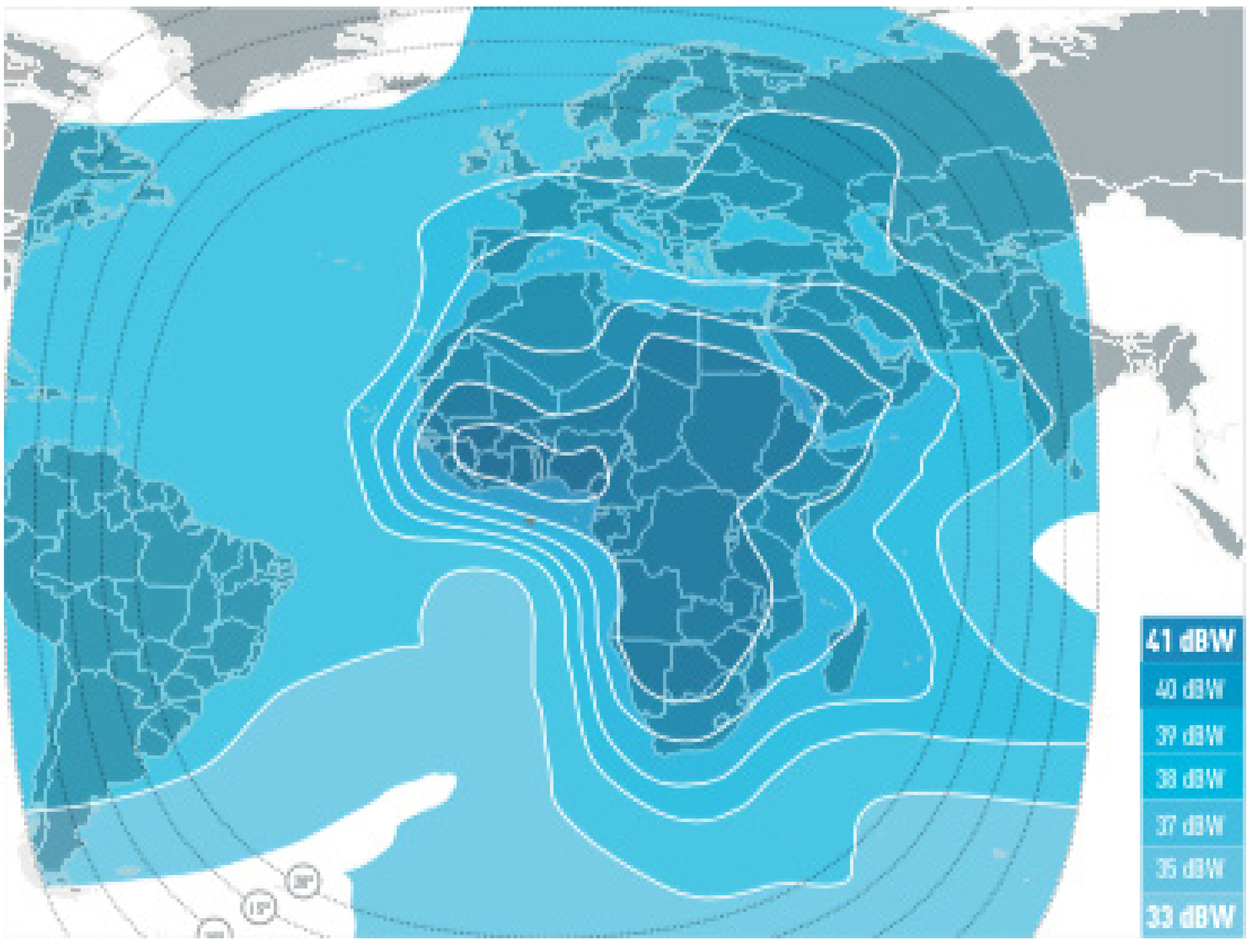
70M
cable/IPTV homes

MORE POWER AND RELIABILITY

Up to 53 dBW

Three co-located satellites

Industry-leading security and in-orbit redundancy



MORE HOTELS

***** HOTEL **91%**
5* hotels receiving HOTBIRD

71% in HD

80% in MENA

MORE INNOVATION

eutelsat CIRRUS Turnkey hybrid DTH OTT solution

IP-native platform for multi-screen video delivery

Multi-lingual EPG transforming the FTA viewing experience

MORE REGIONS

Regional platforms for local markets

1st CHOICE
for Arab channels broadcasting in Europe

40 different

KEY MARKETS
- → AFRICA
- → MIDDLE EAST
- → CENTRAL ASIA
- → SOUTH AMERICA

KEY SERVICES
- → DTT
- → VIDEO CONTRIBUTION
- → CORPORATE NETWORKS
- → DATA SERVICES
- → IP BROADBAND ACCESS
- → CONTRIBUTION SERVICES



VIDEO

HYBRID SOLUTIONS BETTER MEET THE NEEDS OF TV AUDIENCES TODAY

OVER-THE-TOP (OTT) SOLUTIONS ARE WIDELY BEING PROMOTED AS THE FUTURE OF TELEVISION; BUT QUESTIONS REMAIN AS TO HOW THIS FAST-CHANGING LANDSCAPE IS LIKELY TO EVOLVE.

CONSUMER VIEWING HABITS ARE CHANGING

Today's viewers have more choice and control than ever before, with interaction and content on-demand changing in particular how younger audiences consume content.

Viewing habits are diversifying as we watch content wherever and whenever we want. We consume at our convenience and want the best TV experience irrespective of how we're accessing it.

At the same time, broadcast TV still has widespread appeal. Television is a central part of our daily lives and the key medium that enables advertisers to reach several million homes. It is essential for building strong brands, and a very efficient means for content owners to deliver sports, news and popular entertainment.

Although viewing times are often said to be declining, a recent report by communications regulator Ofcom which compared TV viewing habits in 16 countries,

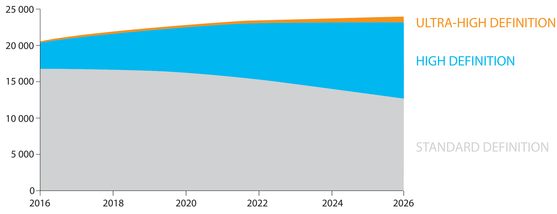
found that the average daily time spent watching live broadcast television dropped by only two minutes between 2015 and 2016, to 3 hours 28 minutes per person. Countries such as Australia, China and Sweden saw the steepest decline compared to other markets. The highest growth rates came from India (up 7%) and Brazil (+9%).

In the United Kingdom [2], the average time spent watching TV dropped by just four minutes to 3 hours 32 minutes a day, and the weekly reach remains high with 91% of the TV population watching TV at least once a week – which is similar to a decade ago.

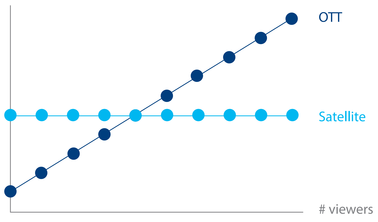
3h28 mns
Average daily time spent watching live TV

91% in UK
TV population watching TV at least once a week

IMAGE QUALITY STEADILY INCREASING



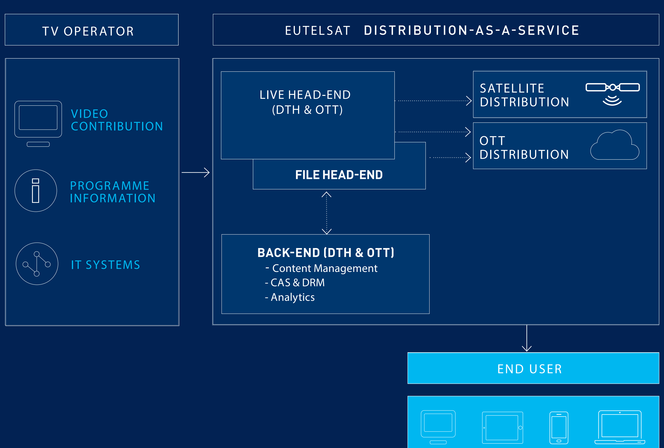
SATELLITE COSTS DON'T RISE AS VIEWER NUMBERS INCREASE



Source: JD Telecom

VIDEO

OPTIMISE REACH WITH EUTELSAT CIRRUS



3h28 mns Average daily time spent watching live TV

55M 4K TVS SHIPPED IN 2016

9000 HD channels in 2017

44,300 SATELLITE TV CHANNELS BY 2026

430M SATELLITE TV HOMES BY 2021



VIDEO

REACH TV HOMES ANYWHERE WITH COST EFFECTIVE, IMMEDIATE ACCESS

MANY VIDEO MARKETS ARE UNDERGOING A MIGRATION FROM ANALOGUE TO DIGITAL AND FROM STANDARD DEFINITION TO HIGH DEFINITION TV. AT THE SAME TIME, PROJECTS FOR ULTRA HD ARE BEGINNING TO EMERGE, A PROGRESSIVE EVOLUTION OF SIGNAL QUALITY THAT WILL BE AN IMPORTANT DRIVER OF GROWTH IN THE COMING YEARS.

Globally, JD Telecom has gained a leading position in digital migration, with over 10 years of pan-regional experience and more than 20 countries served, including France, Greece, Italy and Ireland in Europe, and in Africa, Algeria, Equatorial Guinea, Gabon, Kenya and Zimbabwe, among many others.

Satellite offers a clear advantage when it comes to delivering linear content. When compared to the coverage and capabilities of terrestrial networks, satellite provides cost-effective and immediate access to TV customers virtually anywhere, with consistent signal quality across the coverage, be it directly with Direct-to-Home (DTH) or indirectly by distributing content to other networks, including cable, Digital Terrestrial TV (DTT) and IPTV.

THE CHALLENGE IN ENSURING NATIONWIDE DTT

The main challenge in deploying nationwide DTT is to ensure the timely switch-over of networks to entire populations, to avoid creating a "Digital Divide". This is particularly the case when countries need to efficiently serve vast geographic regions with mountain ranges and wide-spread islands outside of DTT network footprints, or with interference issues on borderlines to neighbouring countries.

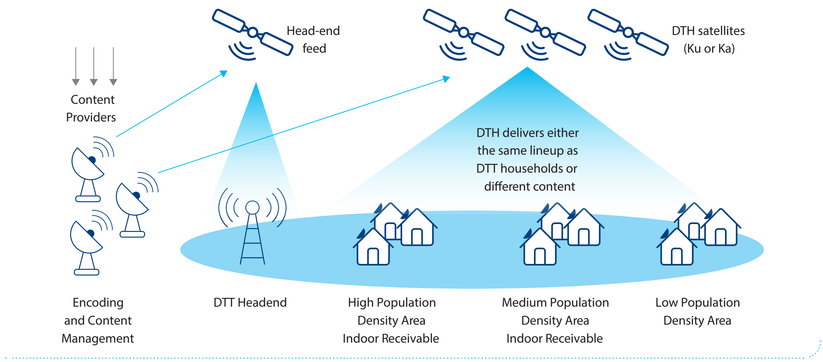
> "exclusive use of terrestrial networks could permanently exclude a significant portion of consumers"

Funding a nationwide DTT network is often underestimated and can delay the switch-over to DTT. As such, particularly in emerging markets, experience has shown that a hybrid approach, with satellite feeding DTT networks and at the same time complementing DTT white-spots via DTH, is the most cost and time efficient solution.

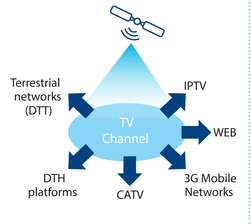
Most terrestrial operators deploy fibre networks or DTT towers based on the potential return on investment. Users in more rural or semi-rural areas generally go unserved. As a consequence the exclusive use of terrestrial networks could permanently exclude a significant portion of consumers, leaving them unable to access both linear and non-linear services in areas with no terrestrial coverage.

Picture resolution and screen quality are continually improving, requiring increasing bandwidth resources to provide audiences with the quality they expect. Broadcasters need to ensure sufficient spectrum is available for future HD or Ultra HD services. Terrestrial networks and especially DTT networks may face challenges in terms of future readiness due to a potential lack of spectrum.

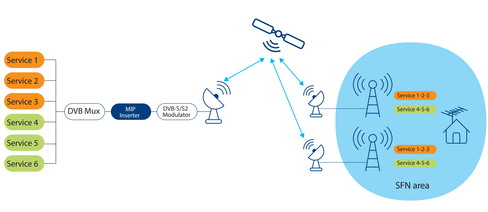
HYBRID SATELLITE AND TERRESTRIAL DISTRIBUTION



FEEDING DIGITAL SIGNALS TO DIFFERENT PLATFORMS



CONTRIBUTION TO TWO DTT SITES IN A SFN SCENARIO



CONTIBUTION TO TWO DTT SITES IN A MFN SCENARIO

