

Press release

Globecast Expands Cable Content Distribution in the US with SES Video at Centre of the Arc

Globecast signs two capacity deals with SES Video
to deliver content for cable networks across the US market

Luxembourg, 14th September 2017 – [Globecast](#), a leading global solutions provider for media, has doubled its SES satellite capacity at the heart of North America's leading cable neighbourhood to expand content distribution services to dozens of US cable networks.

As part of the new agreement announced by SES, Globecast will be utilizing two additional full transponders aboard the SES-1 satellite to deliver packaged programming from content providers to cable systems across the continental US. Globecast already relies on a third transponder on SES-1 to meet the growing demand among dozens of cable networks and broadcasters for content distribution throughout the region.

"Globecast is building much of its regional and global content distribution strategy using SES's North American cable neighbourhood, which is where the leading cable networks reside and where our clients have the best possible cable penetration," explained Eddie Ferraro, Managing Director of Globecast Americas. "We've collaborated closely with SES for many years, always focused on developing tailored turnkey media management and distribution solutions for our customers in an evolving market. SES's expertise and reliability play a pivotal role in our ability to grow our business in the demanding and all-important North American media market."

In a separate agreement, Globecast has renewed a 36 MHz transponder on the SES-3 satellite, its fourth transponder on the Centre of the Arc cable distribution platform, home to major media and entertainment leaders such as Discovery, Scripps Networks Interactive, HSN, and Viacom. SES-1 and SES-3, together with SES's AMC-18 satellite, form what has fast become the sweet spot for regional content delivery and the backbone for much of Globecast's media delivery solution.

"SES continues to invest in a robust global network of satellites and ground infrastructure designed to help media management innovators like Globecast create solutions to customer challenges," said Steve Bunke, Vice President of SES Video in North America. "Just like Globecast, SES has built its businesses on customer-centric principles and strategies, which are clearly demonstrated at the Centre of the Arc – where Globecast and other leading media management companies are differentiating their services with unrivalled reach and cable penetration."

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About Globecast

Globecast helps customers to manage their content and make it available wherever required, by anyone required. The company provides agile and seamless content acquisition, management and distribution services globally, constantly innovating and investing in new technologies to create customer-centric new services. Globecast has created the number one global hybrid fibre and satellite network for video contribution and distribution. It delivers any type of video service including: TV Everywhere OTT, satellite, cable, video-on-demand and CDN delivery using cloud-enabled media solutions. It supplies Content Acquisition, Aggregation and Distribution (CAAD) services to over 110 networks worldwide that are distributed via multiple platforms. The company remains the trusted partner for global coverage and international delivery of news, sports, and special events around the globe. Customers enjoy a seamless global experience from 12 interconnected Globecast-owned facilities, including Los Angeles, London, Singapore, Paris, Rome, and Johannesburg.

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About SES

SES is the world-leading satellite operator and the first to deliver a differentiated and scalable GEO-MEO offering worldwide, with more than 50 satellites in Geostationary Earth Orbit (GEO) and 12 in Medium Earth Orbit (MEO). SES focuses on value-added, end-to-end solutions in two key business units: SES Video and SES Networks. The company provides satellite communications services to broadcasters, content and internet service providers, mobile and fixed network operators, governments and institutions. SES's portfolio includes ASTRA and O3b. SES is listed on the Euronext Paris and Luxembourg Stock Exchange (ticker: SESG). Further information available at: www.ses.com