

SAT>IP

Live TV for modern living

SAT>IP is SES' new product initiative which will ensure high quality TV on any IP enabled device no matter where you live without being connected to the internet!

Home viewing – quality without losing connectivity

Viewers can now enjoy the freedom of watching their favourite satellite TV on any screen at home with SAT>IP, whether it's a traditional television set or a modern tablet, laptop or mobile phone. Conventional thinking tells you that the internet is the best way to serve small screens but thanks to SAT>IP problems of buffering and poor picture quality are left behind. It is a simple addition to viewers satellite TV setup that converts the DVB-S and DVB-S2 signals to IP and connects it to widely available home network infrastructure like wireless (WLAN), powerline and in-home Cat 5 cabling.

Benefits for audiences – with SAT>IP watch live TV:

- Simultaneously on several devices
- With crystal clear picture quality
- Without using the internet
- Even on tunerless devices like tablets, laptops and mobile phones



Delivering linear satellite TV to multiple screens at home

It is not just the audiences who benefit. SAT>IP offers advantages to platform operators and broadcasters by delivering satellite multichannel linear TV to all screens in a home. Now primetime entertainment and live sports are easily accessible, not just in the primary TV located in the family living space. With up to eight simultaneous feeds, in products available today, every member of a household can choose what to watch, on the device of their choice anywhere in the home. That means more viewers watching advertising and more people with access to live TV show interactivity.

SAT>IP is supported by the main benefits of satellite broadcasting. With no contention issue SAT>IP can cover any number of homes without loss of signal or need for additional infrastructure. Satellite also offers greater bandwidth availability ensuring hundreds of linear TV channels at your fingertips. With satellite TV available almost anywhere, you can enjoy the benefits of SAT>IP wherever you live. So even people living in the most remote countryside retreat or isolated residence can 'light-up' all devices with TV services.

Benefits for broadcasters:

- Increased linear TV viewing
- Multiple feeds increasing viewers 'opportunity to view'
- Potential integration with OTT services
- No contention issues
- Consistent product across the whole market – no geographic network limitations with satellite

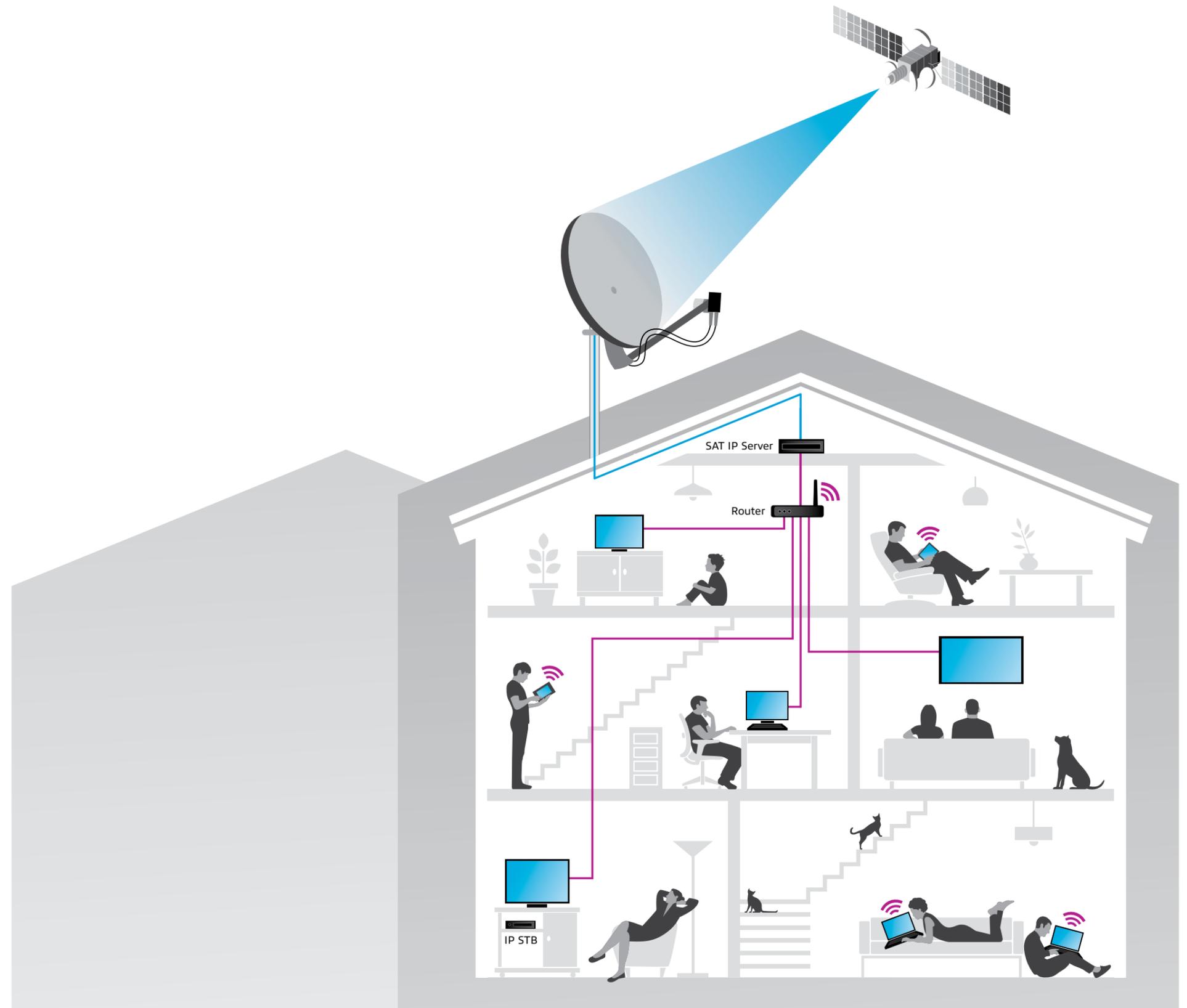
Setting a new industry standard

SES has a known tradition of working to develop broadcast standards, from our Digital Video Broadcasting (DVB) founding membership status to our development of the HD Ready label; we always seek innovation through collaboration. Our status as a neutral partner linking broadcasters and consumer electronics (CE) manufacturers continues to yield success with the development of SAT>IP.

To regulate the development of SAT>IP SES has been instrumental in developing an industry standard and self-certification process. As an open standard, all manufacturers are welcome to develop and certify their products. Upon certification they have the right to add the SAT>IP logo to their devices to notify consumers of compatibility with the SAT>IP standard.

Today we have a solution for free-to-air (FTA) services, the next step is to continue the development of SAT>IP to facilitate digital rights management (DRM) for conditional access and pay TV. Our product development team is working closely with operators, CE manufacturers and encryption service providers to take SAT>IP into the premium content business.

How SAT>IP works



SES head office:

Château de Betzdorf
L-6815 Betzdorf
Luxembourg

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Accra | *Ghana*
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For more information about SES, visit www.ses.com/satip or email us at info@ses.com