

ENHANCING EXPERIENCES, ACCELERATING GROWTH

Tailored end-to-end video solutions
for next-level experiences

SES[▲]

CHANGING CONTENT CONSUMPTION TRENDS

Content consumption trends are evolving around the world, with consumers showing an increasing preference for online video content. Hectic lifestyles and fluid work schedules mean that more and more viewers are watching their favourite shows at a time of their choosing instead of at fixed timeslots, and on multiple devices. As over-the-top (OTT) video-on-demand (VoD) providers entice consumers with more content choices, pay-TV operators need to stay a step ahead by providing a differentiated and higher quality video experience.



GROWING DEMANDS ON INFRASTRUCTURE

Internet service providers (ISPs), cable and mobile network operators are also facing intense pressure from the skyrocketing demands of serving video content, with video expected to make up 82% of all internet traffic in 2021¹. With the growing popularity of high-definition videos and the imminent arrival of 5G mobile networks, exponential operating expense (OPEX) and capital expenditures (CAPEX) could well outpace new revenue.

¹ An explosion of online video could triple bandwidth consumption again in the next five years
<https://www.recode.net/2017/6/8/15757594/future-internet-traffic-watch-live-video-facebook-google-netflix>

ENABLING GROWTH BY DIFFERENTIATION

SES has developed unique capabilities for pay-TV and ISPs, cable and mobile network operators to deliver more value to existing audiences, drive future businesses and access new markets through unmatched video services.

With VoD Everywhere, it is possible to deliver a differentiated offering with the same on-demand experience as OTT video services, reaching underserved regions with high-quality video content with no buffering.

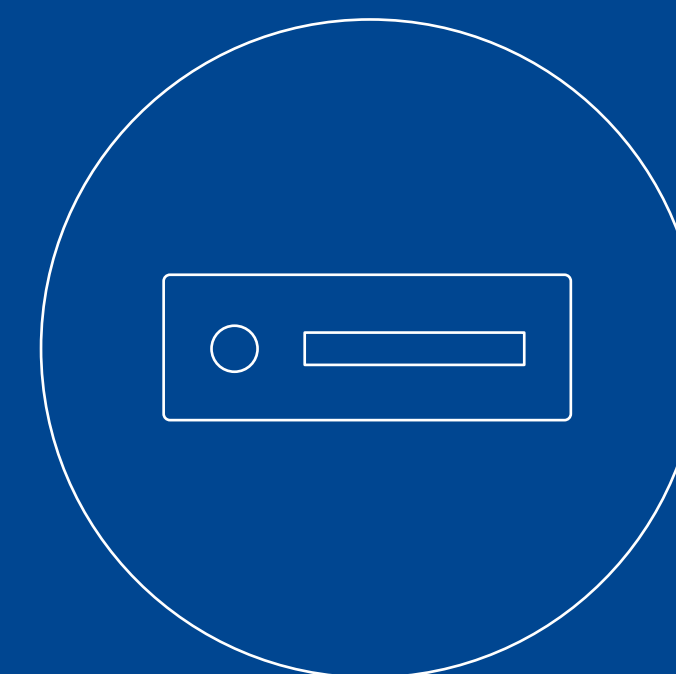
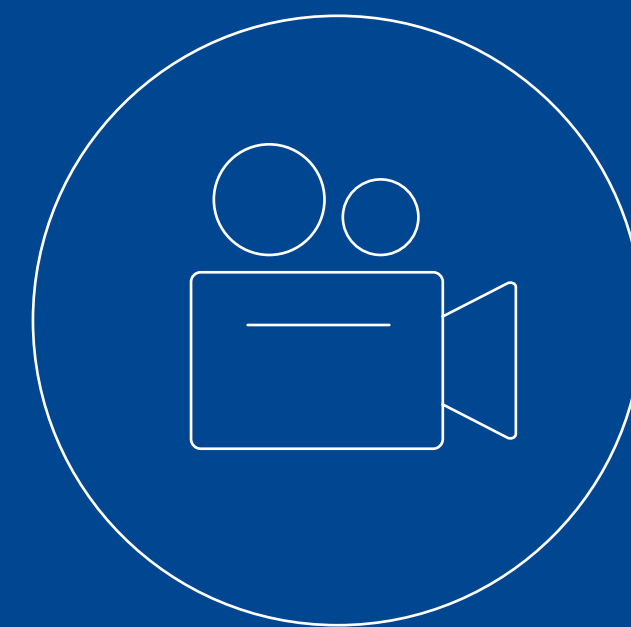
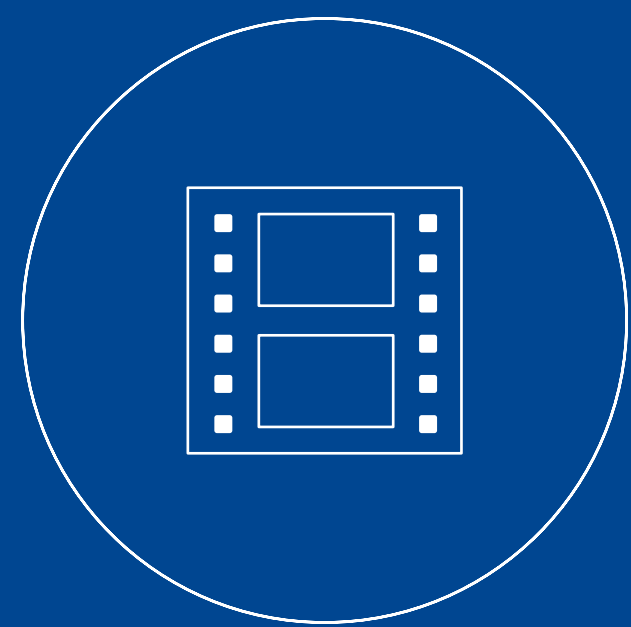
Network Offloading is an innovative way to deliver rich media content in a ubiquitous way to overcome infrastructure limitations with guaranteed Quality of Service (QoS) while easing demand during peak times.

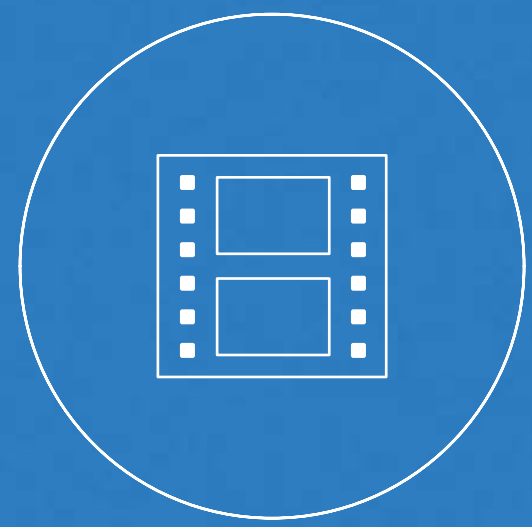
Supported by SES's state-of-the-art fleet of satellites, VoD Everywhere and Network Offloading can be enabled alongside existing infrastructure as a value-added offering, or deployed as a stand-alone service to drive subscriber growth.

DELIVERING AN UNMATCHED EXPERIENCE

The unique capabilities developed in VoD Everywhere and Network Offloading enable pay-TV, ISPs, cable and mobile network operators to deliver high-quality video content to new and existing audiences on any device, and at a time that suits them best. Unlike traditional OTT VoD offerings, they are not subjected to network-centric issues that degrade the consumer experience, reaching the most remote locations in a more cost-efficient way as compared to other distribution methods. There is no latency or buffering for an unmatched experience as video content is pushed across the satellites.

Together, we can help you deliver a tailored video experience that sets you apart from your competition.





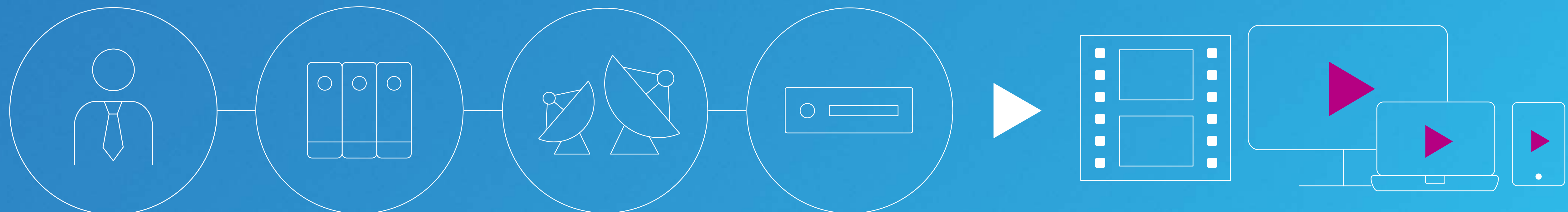
Delivering an unmatched experience

ESTABLISHING A DIFFERENTIATED CONTENT EXPERIENCE

Establish an on-demand video service in the most cost-effective way to meet content demands of consumers. Developed as a tailored end-to-end video solution, VoD Everywhere can be deployed by pay-TV operators to complement their existing linear TV channels to meet changing content consumption trends. Content libraries can be regularly refreshed with desired content to

overcome the “Paradox of Choice”, where consumers are unable to select video content to watch despite the variety they are provided with. Designed to support high refresh rates, VoD Everywhere is designed to support a VoD-like experience even in remote regions with no internet connectivity.

Internet service providers (ISPs), cable and mobile network operators can also offer an on-demand video experience to differentiate themselves and increase consumer loyalty with Network Offloading. Video content is delivered to local streaming servers, alleviating video bandwidth consumption on core internet networks which can be freed up to offer other value-added services.





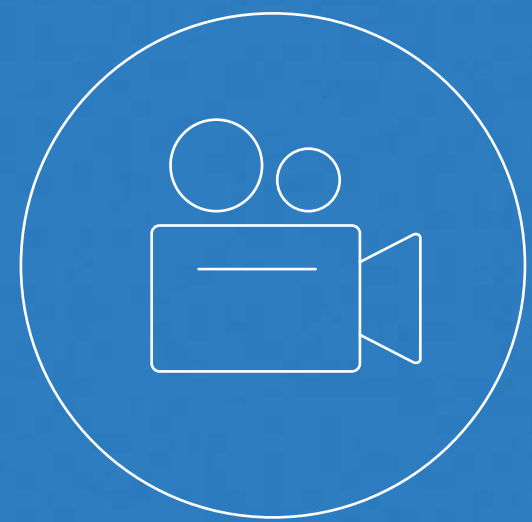
Delivering an unmatched experience

CATCH-UP CAPABILITY

For the substantial pool of consumers who continue to enjoy traditional linear TV programmes, VoD Everywhere enables pay-TV subscribers to catch up on their favourite shows even after they are shown. Catch-up TV is available to consumers of ISPs, cable and mobile network operators through Network Offloading. It offers the ability to download video content to watch when they are offline.

Catch-up TV assets are pushed out through the same satellite channels as on-demand video content for the same reliability and quality, giving consumers the ability to watch content at the time of their own choosing.

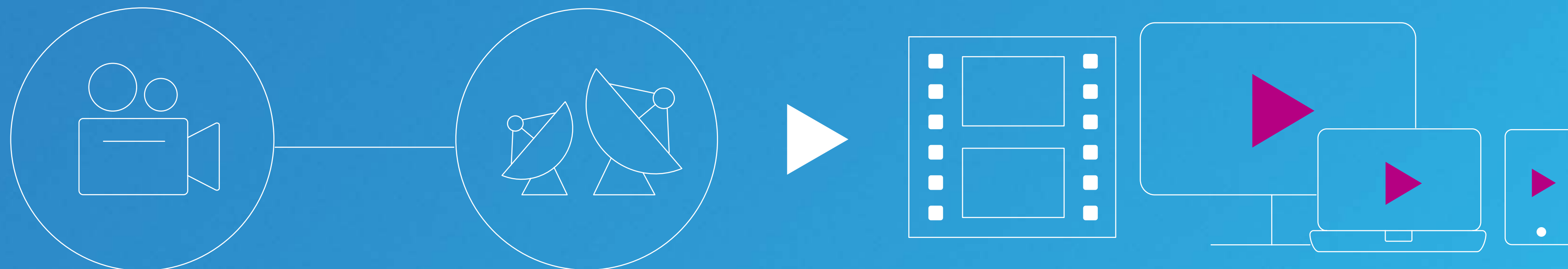


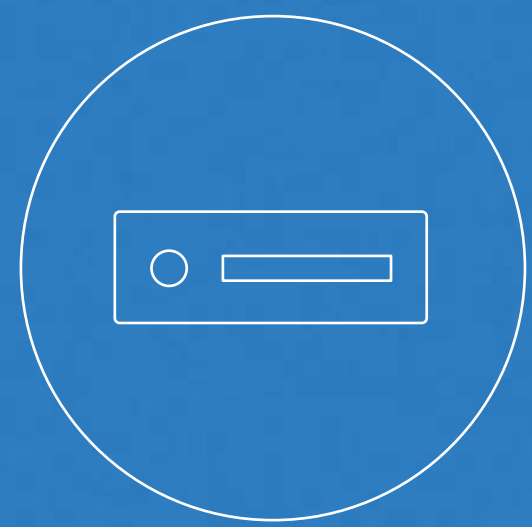


Delivering an unmatched experience

LIVE EVENT BROADCASTING

With VoD Everywhere, pay-TV operators can go beyond what OTT VoD services can offer with live event broadcasting without the need for an internet connection. By offering the occasional live broadcasting of local and regional events that consumers care about, operators can boost consumers' loyalty and satisfaction.

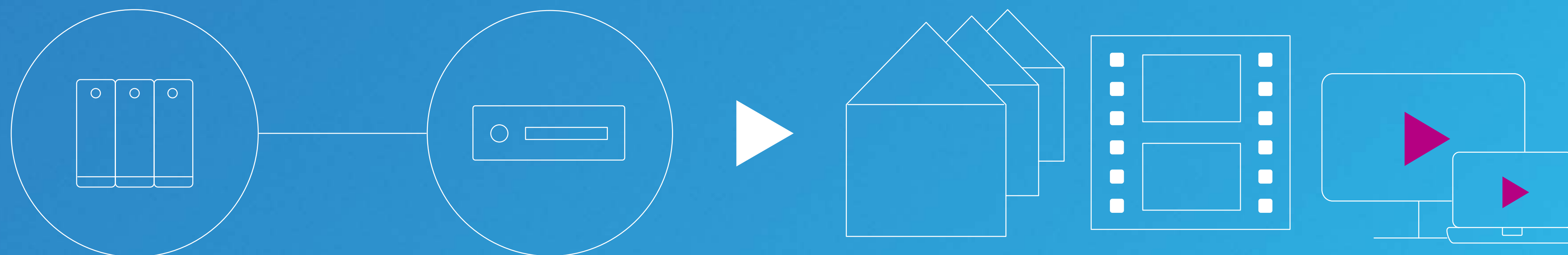




Delivering an unmatched experience

START-OVER FUNCTIONALITY

Consumers who missed the first part of a linear TV programme can leverage the start-over functionality of VoD Everywhere which enables programmes to be cached in real-time on their set-top boxes (STBs). This enables consumers to start-over and watch their programme from the beginning when they get home.

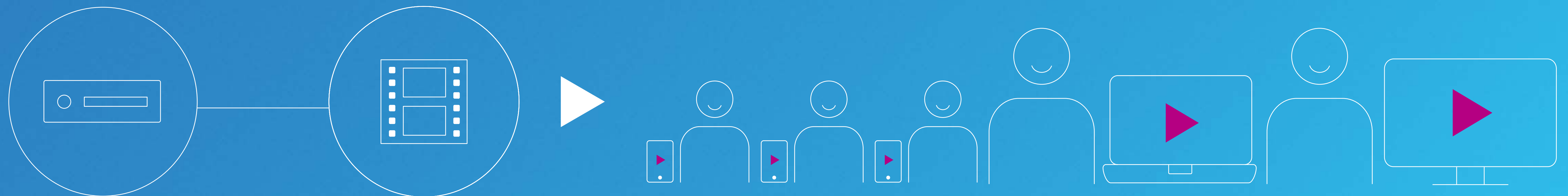




Delivering an unmatched experience

MULTISCREEN EXPERIENCE

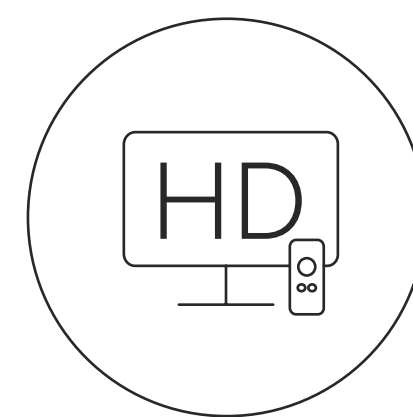
With the proliferation of mobile devices, families are not necessarily spending “TV time” in the traditional way of gathering around the television set. Offered by VoD Everywhere, a multiscreen experience enables family members to watch their preferred content on five different devices, while others continue with their linear TV shows or watch a live event broadcast on the big screen.



FUTURE-PROOFING YOUR INFRASTRUCTURE

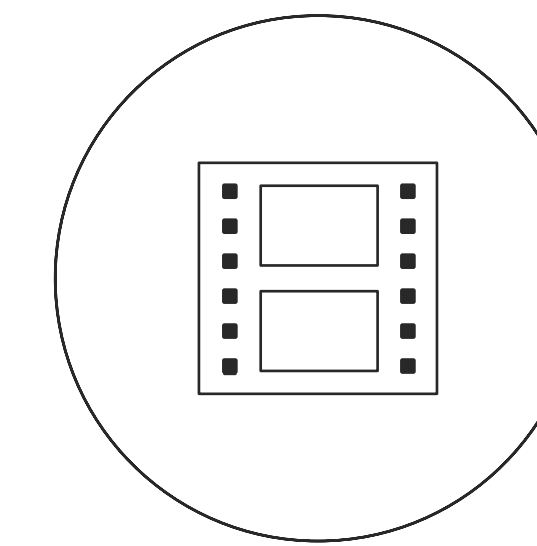
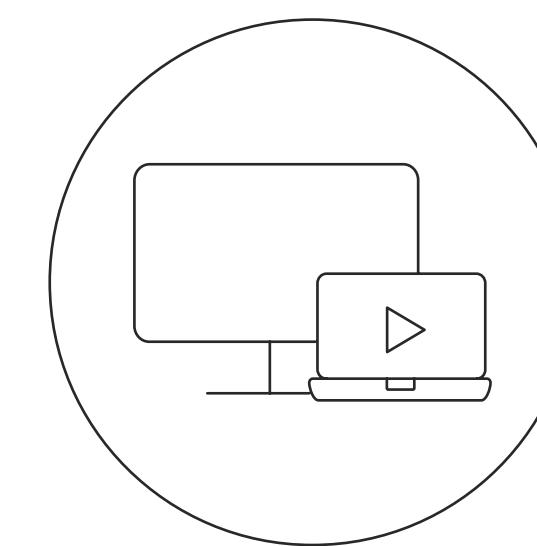
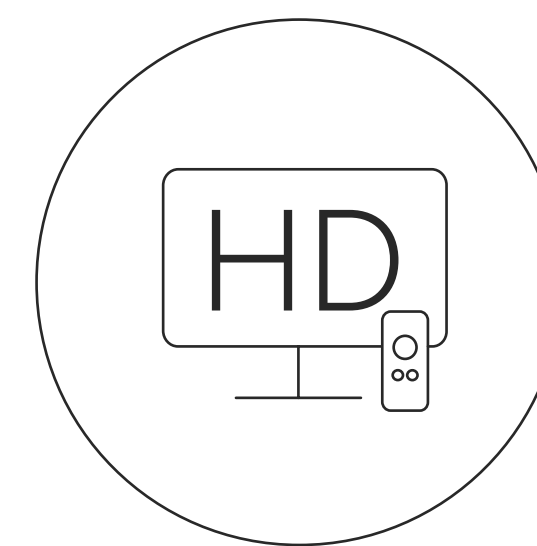
VoD Everywhere and Network Offloading are end-to-end solutions that enable pay-TV, ISPs, cable and mobile network operators to deliver high-quality video experiences regardless of existing infrastructure limitations. For a seamless service deployment, here are some important steps and eventualities that need to be planned for and considered ahead of time.



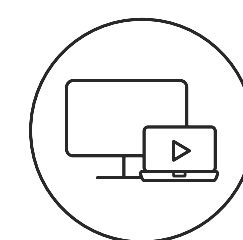


Future-proofing your infrastructure

SHAPING THE EXPERIENCE

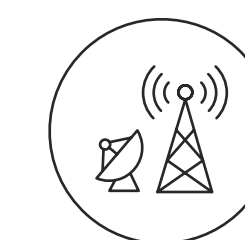


Shaping the best experience starts with researching local content consumption preferences and behaviours, as well as competitive offerings in the region. This will allow you to craft an optimal selection of on-demand video content across a diverse genre that appeals to consumers.



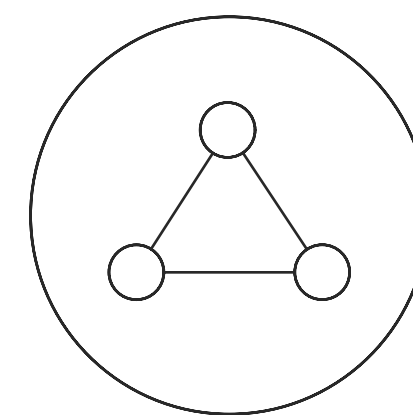
Pay-TV operators

Further enhance the consumer experience with popular or prime-time shows from linear TV channels as catch-up assets. For an unmatched experience, consider the occasional single live event coverage for local or regional events of significance.



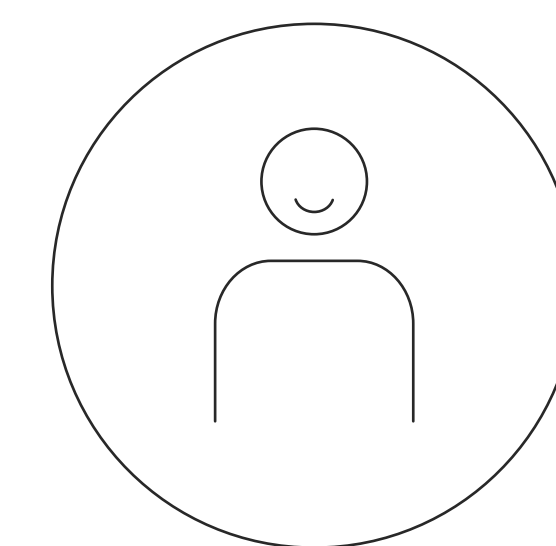
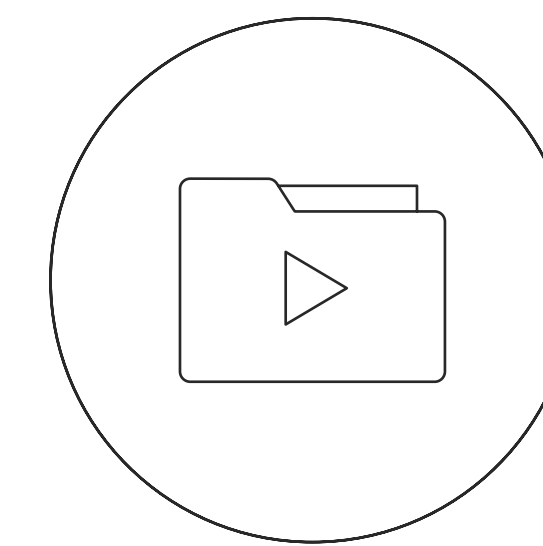
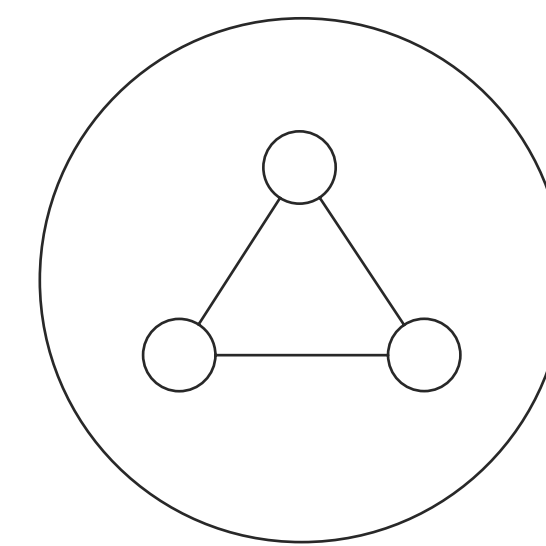
ISPs, cable and mobile network operators

Additional research may be required by pay-TV, ISPs, cable and mobile network operators to get the optimal mix of on-demand video content and popular linear TV channels with catch-up viewing to offer.

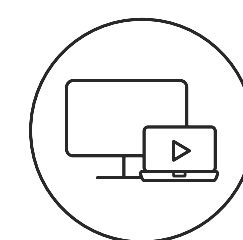


Future-proofing your infrastructure

DEVELOP THE MARKET STRATEGY

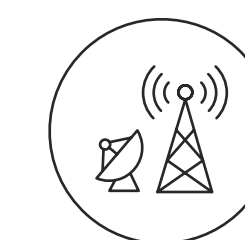


The development of a detailed market strategy, including the tailoring of the correct subscription model for consumers are essential steps to be taken.



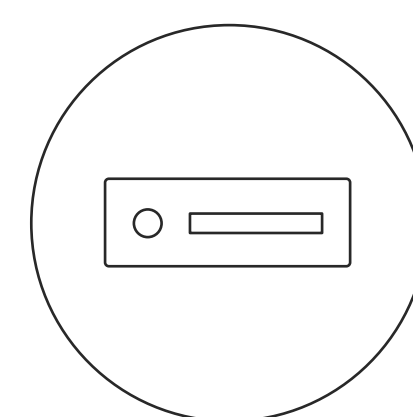
Pay-TV operators

Start by identifying the value proposition of the on-demand video content library, optimal price brackets, and how the service dovetails with existing linear TV channels from your organisation.



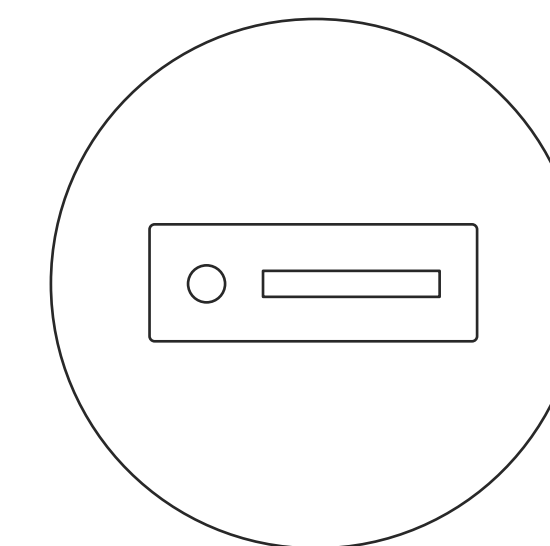
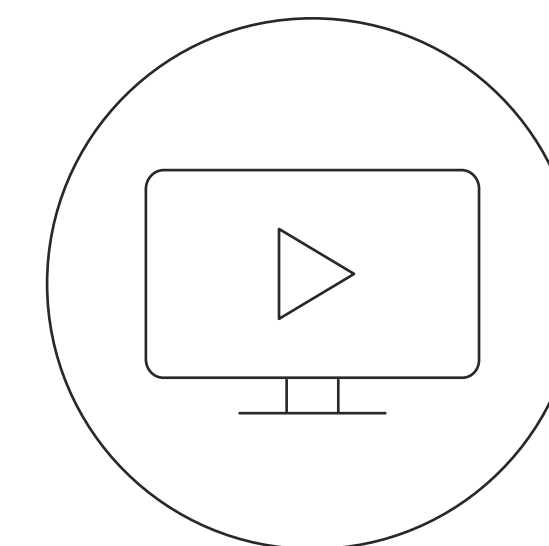
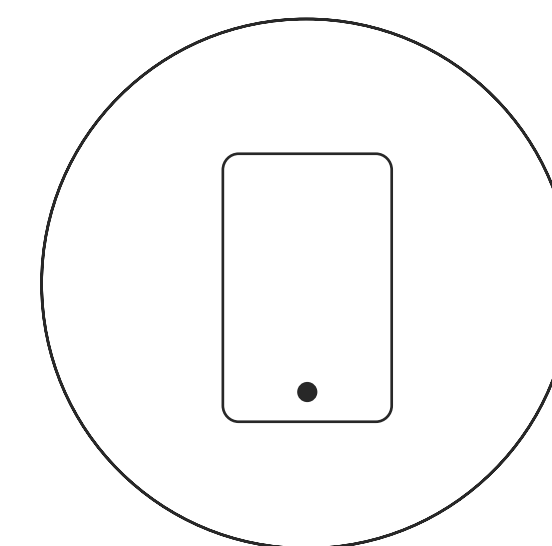
ISPs, cable and mobile network operators

Access to an on-demand video content library may be one of several value-added services designed to improve the user experience, instil consumer loyalty and reduce churn, as well as to induce new sign-ups.

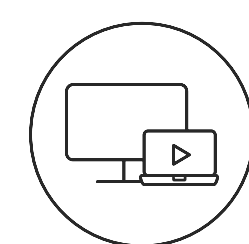


Future-proofing your infrastructure

PREPARE SET-TOP BOX, SOFTWARE APP

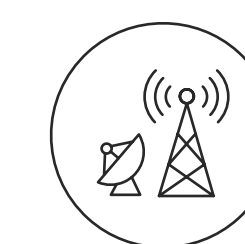


SES has invested in the development of an end-to-end solution for on-demand video delivery that pay-TV, ISPs, cable and mobile network operators could do to complement their existing services. Required preparation work is kept to a minimum for a seamless rollout of the service.



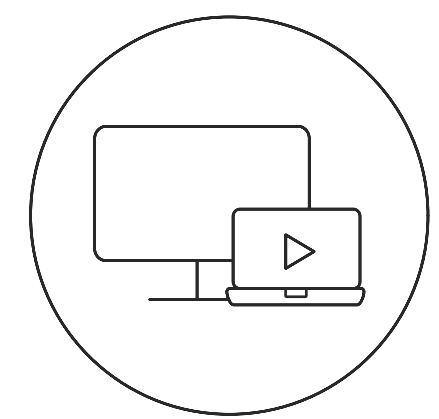
Pay-TV operators

Consumers with compatible STBs can perform a plug-and-play installation once they are supplied with a certified flash memory stick. For new consumers, on the ground installers and technicians are the face of your business for success.



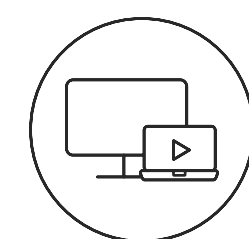
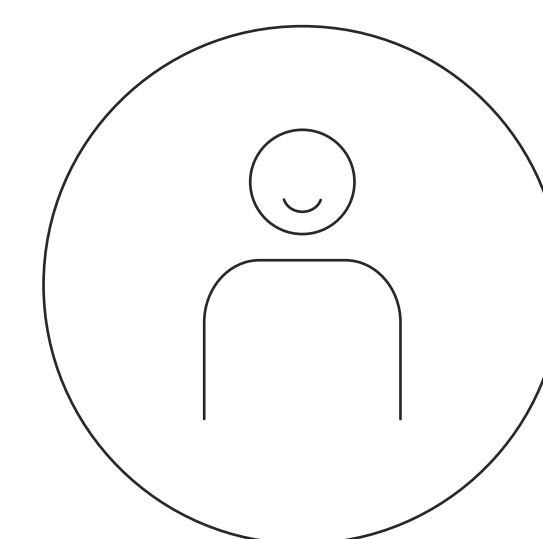
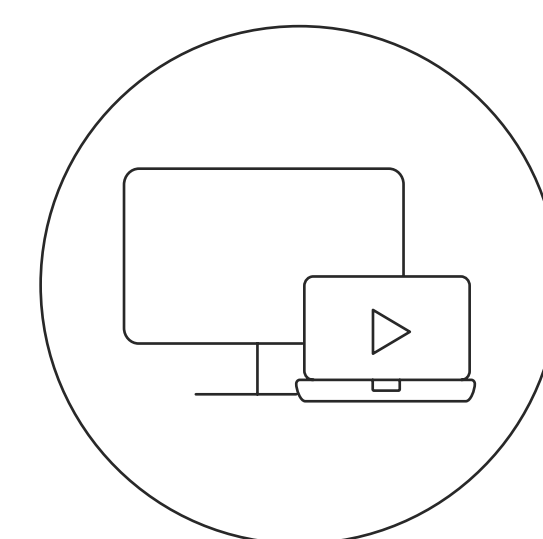
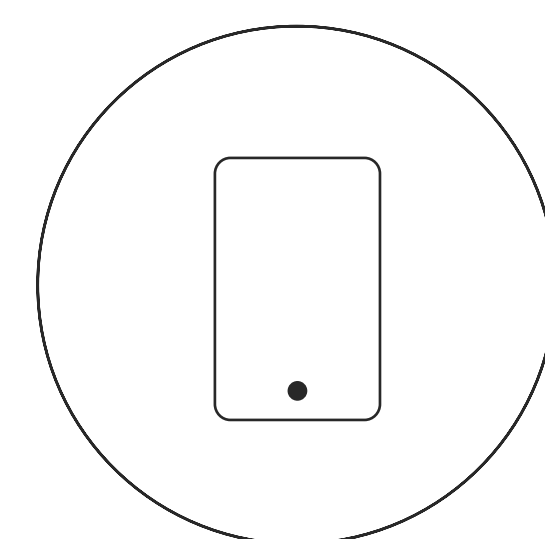
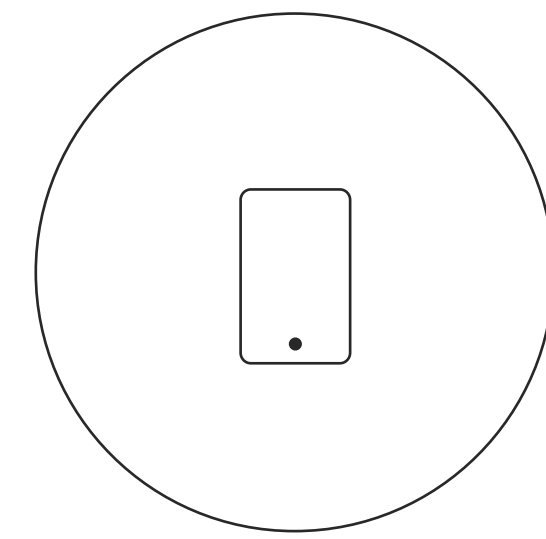
ISPs, cable and mobile network operators

A software app is required to access the on-demand video library. SES offers white label versions of the app for customisation and branding as part of the MX1 360 platform.



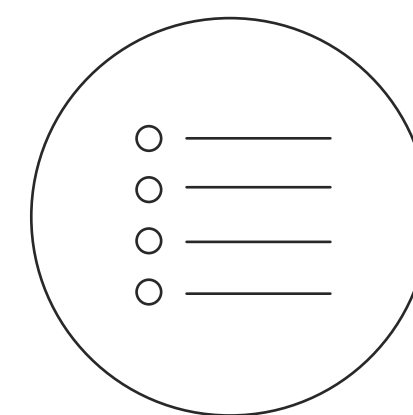
Future-proofing your infrastructure

PLAN FOR MULTI-DEVICE STREAMING



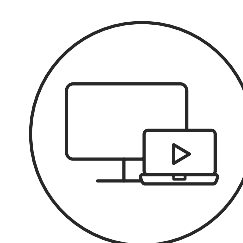
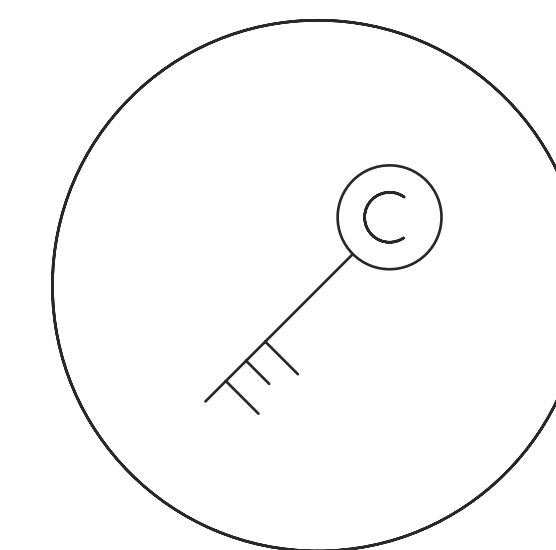
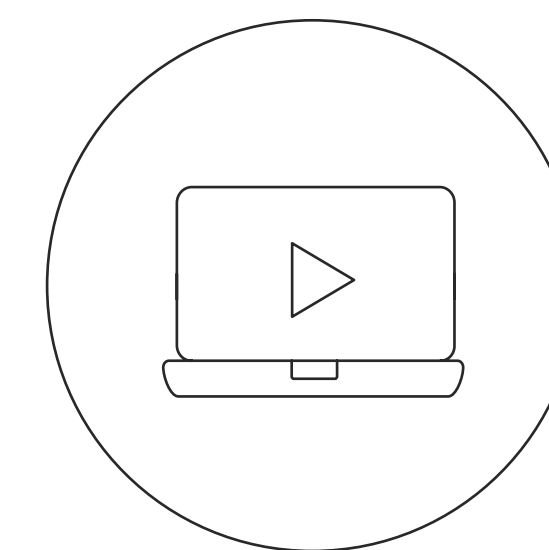
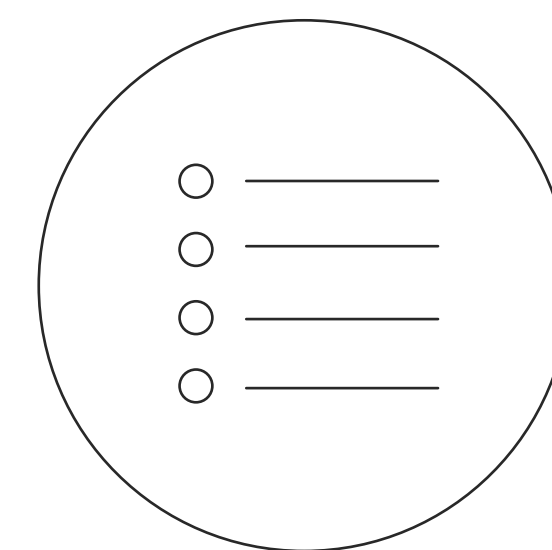
Pay-TV operators

Enabling up to five users to watch video content on their own screens in parallel, multi-device streaming is part of VoD Everywhere. As delivery of a multiscreen experience to mobile devices necessitates a connected Wi-Fi access point, it may be prudent to offer an avenue to assist consumers who may encounter technical issues stemming from connectivity problems.



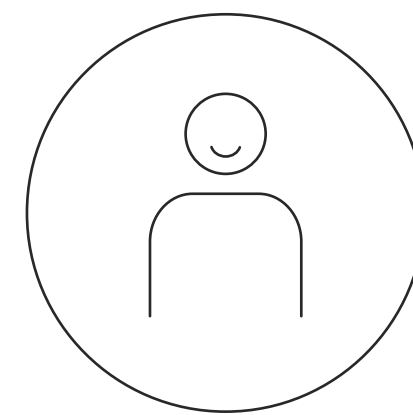
Future-proofing your infrastructure

INTEGRATE BACKEND CONTENT AND BILLING SYSTEMS



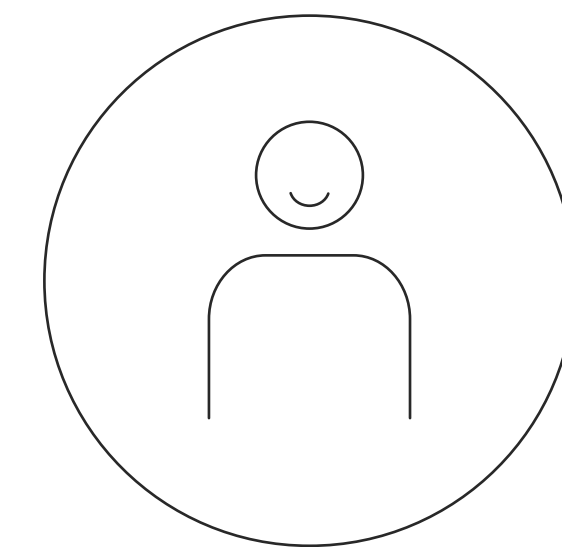
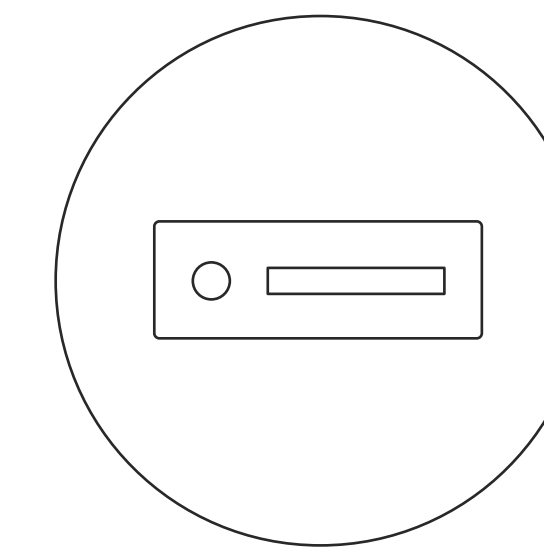
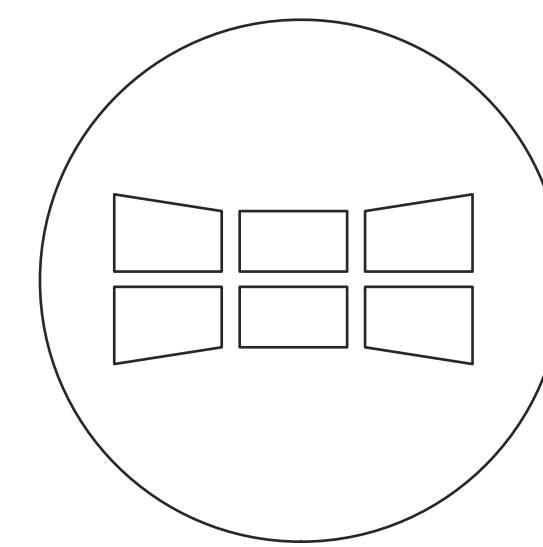
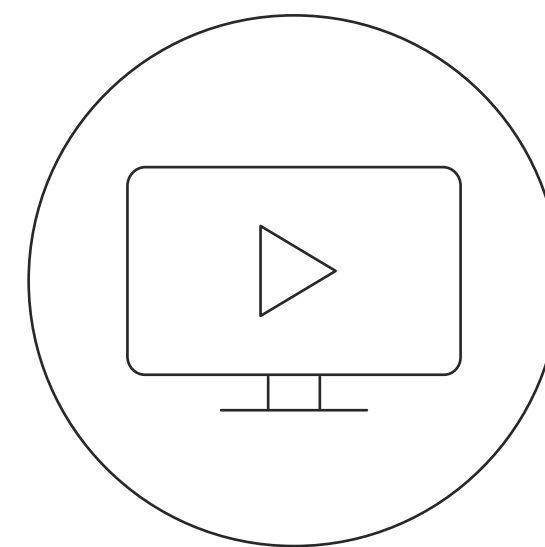
Pay-TV operators

VoD Everywhere is structured into distinct modules as part of an end-to-end solution for seamless service integration and copyright protection. There is a high amount of flexibility with existing content management and billing systems, and these will need to be integrated and tested ahead of launch.

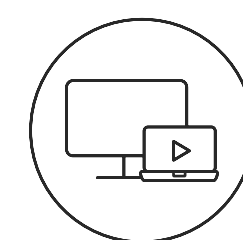


Future-proofing your infrastructure

CREATE A PLAN FOR RETENTION

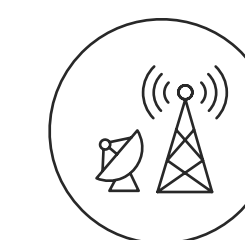


Plan for consumer retention by ensuring that the content library is kept updated with the right mix of on-demand movies and catch-up assets that consumers desire.



Pay-TV operators

Getting former consumers to return can be a cost-effective way towards acquisition, due to the presence of STB hardware already on-site.



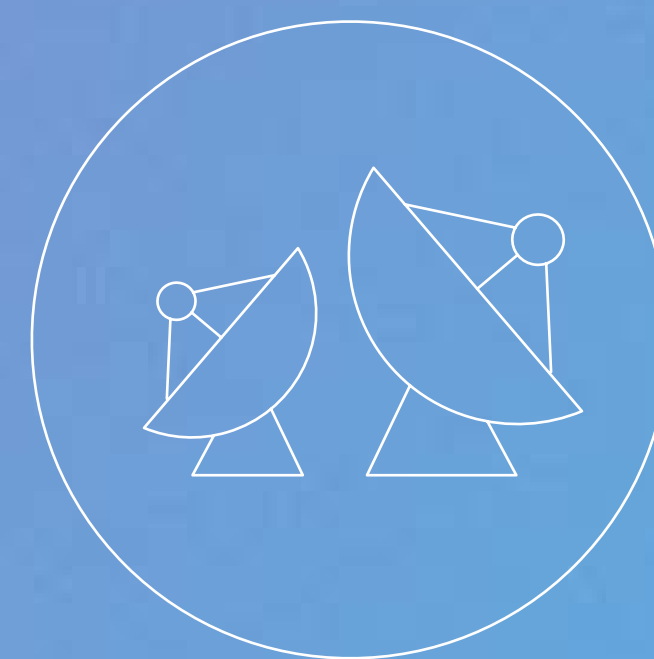
ISPs, cable and mobile network operators

Pricing strategy and content mix should be periodically reviewed to ensure the continued appeal of their on-demand video content offering as a value-added service to complement their core mobile or internet service.

SCALING NEW HEIGHTS OF INNOVATION

Evolving content consumption trends necessitate a response from pay-TV, ISPs, cable and mobile network operators in the Asia-Pacific. Yet developing an on-demand video service to meet changing trends is a resource and time-intensive endeavour, while bringing terrestrial connectivity to remote regions or upgrading underserved areas to support high-quality video is unlikely to be cost-effective.

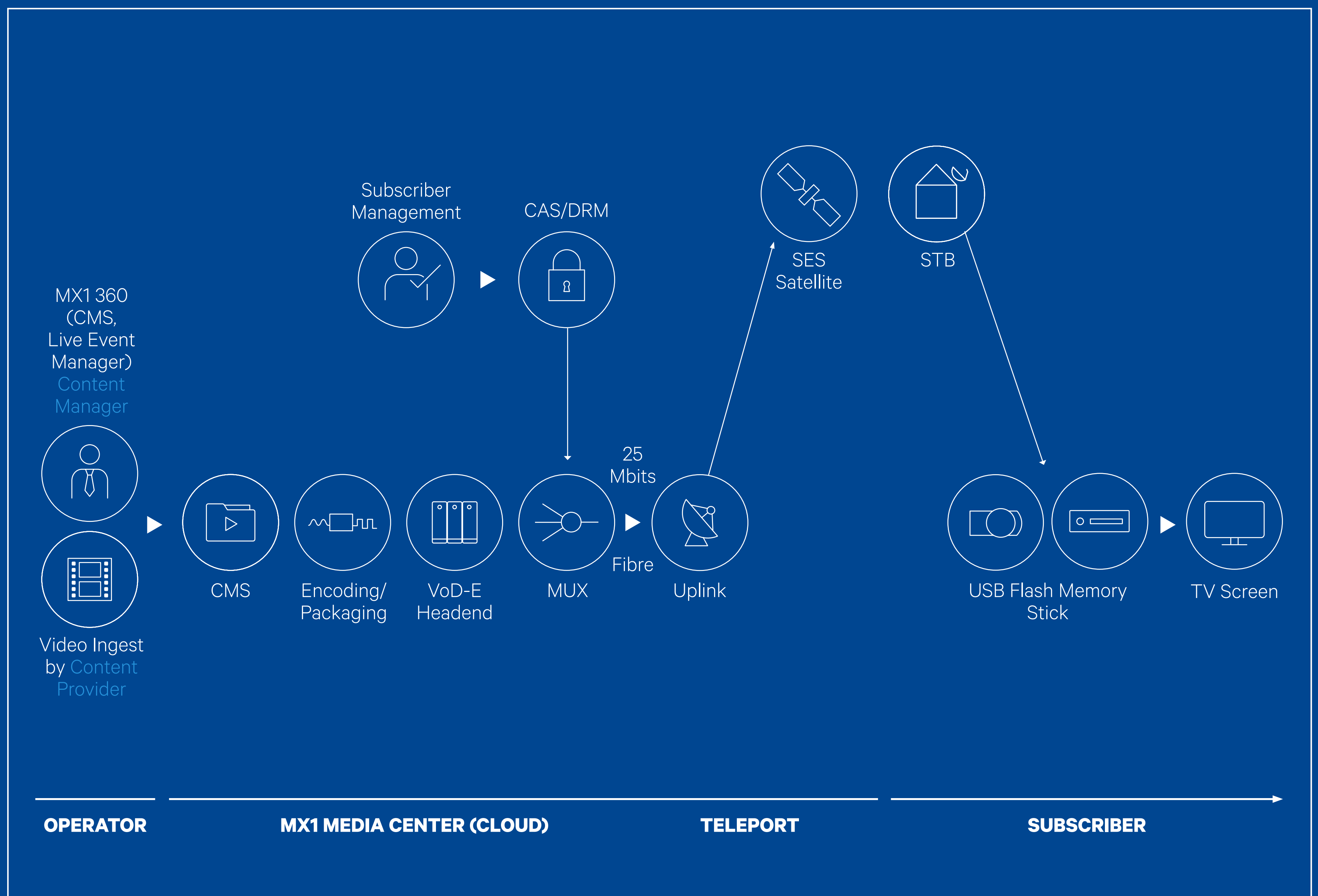
We offer these end-to-end video solutions designed to bring an unmatched video experience to new and existing consumers, anytime and anywhere.



VOD EVERYWHERE

VoD Everywhere helps pay-TV operators to strengthen their video capabilities with VoD-like experience that can complement existing linear TV channels. Consumers can also catch up on their favourite linear TV shows or watch live event broadcasts with start-over functionality.

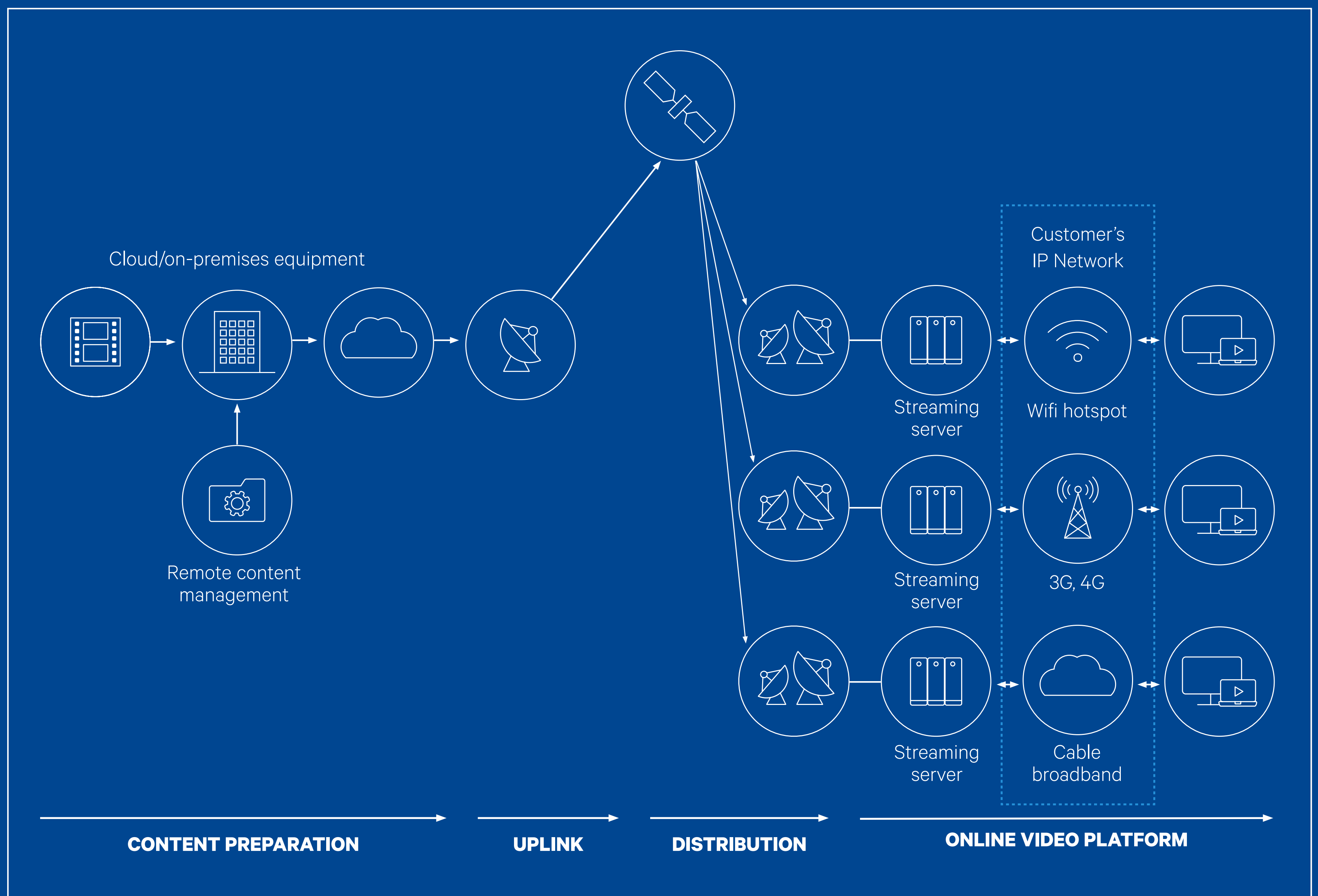
Video content is delivered using the latest push technology through SES's fleet of satellites to STBs, ensuring the best video experience with no buffering or drop outs.



NETWORK OFFLOADING

Network Offloading enables ISPs, cable and mobile network operators to deliver a differentiated video service that alleviates the explosive increase of video traffic on existing core networks. Consumers gain access to a combination of capabilities such as a VoD library, linear TV with catch-up and offline playback.

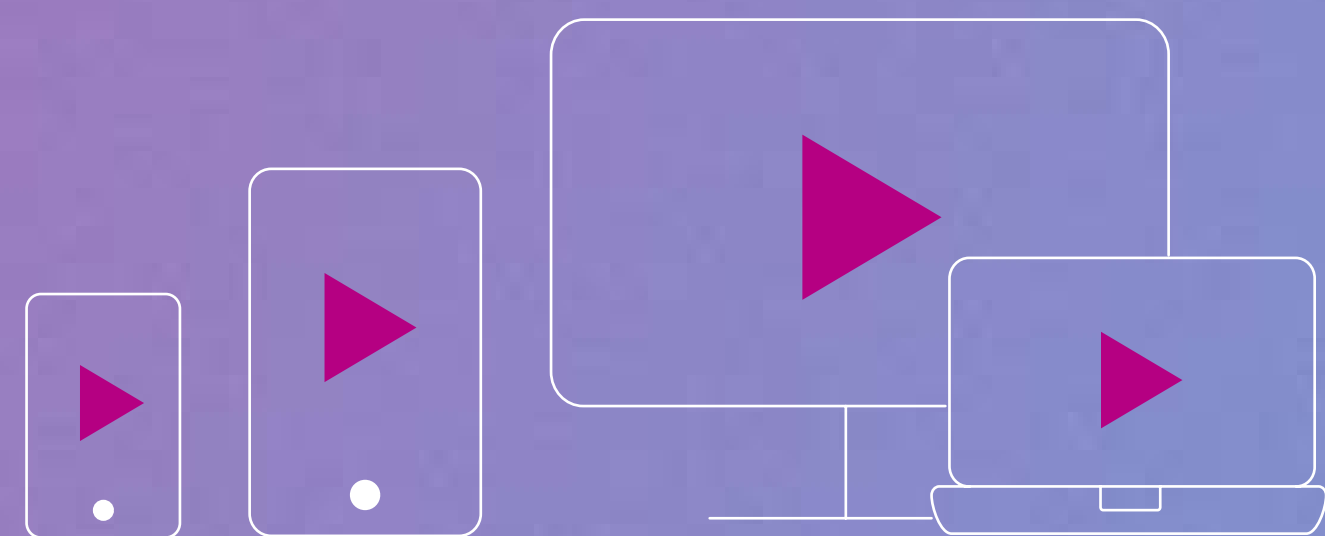
Delivery of video content to streaming servers takes place through SES's fleet of satellites with guaranteed QoS, rather than "best efforts".



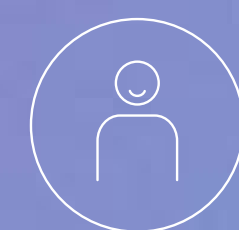
TRANSFORMING EXPERIENCES, EMPOWERING INNOVATION

The proliferation of consumer devices such as smartphones and changing consumer content consumption trends are shifting the goalposts of consumers' expectations. To retain consumers' loyalty and grow their base, businesses must stay a step ahead with services that deliver differentiated experiences to the broadest possible audiences.

At SES, we have developed and invested in the technology for on-demand video delivery in a way that complements your existing services and future-proofs your existing infrastructure investments.



DELIVERING AN UNMATCHED EXPERIENCE



Address changing content consumption trends with a solution designed to enhance consumers' experience with on-demand content delivery and strengthening consumers' loyalty through differentiation.

FUTURE-PROOFING YOUR INFRASTRUCTURE



Meet surging video demand with a value-added video service delivered through an alternative return channel to retain consumers' loyalty while alleviating heavy bandwidth demands on data networks.

SCALING NEW HEIGHTS OF INNOVATION



Go to market with SES's scalable solution that works just as well with just 100 or 10,000 consumers. This is backed by our fleet of satellites with higher guaranteed Quality of Service than standard grounded internet connections.

Learn more about SES's tailored end-to-end video solutions.
[Contact us](#) today.

WHY EMBARK ON THIS JOURNEY WITH SES?

Experience unrivalled reach and enhanced capabilities

Video consumption habits are rapidly changing, especially with more content being watched on both linear and on-demand platforms. In the race to win the hearts and wallet share of consumers in Asia, broadcasters are adapting to deliver the best viewing experience across multiple screens.

SES is developing the unique capabilities and media services needed to meet these growing needs. These include broadcast and video distribution solutions like VoD Everywhere, Network Offloading and more to enable you to bring your content to new audiences. We believe in the power of collaboration, supporting our customers to embrace new possibilities and keep up with changing market demands. Whether you want to expand your audience reach or enable richer video experiences, our satellite communication solutions are tailored for your success.

Speak with our team of experts today and explore how our latest video solutions beyond satellite can be tailored for your businesses to reduce technical complexities and fulfill new market demands with confidence.

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