

CLOSE-UP WITH HD+

SES[▲]

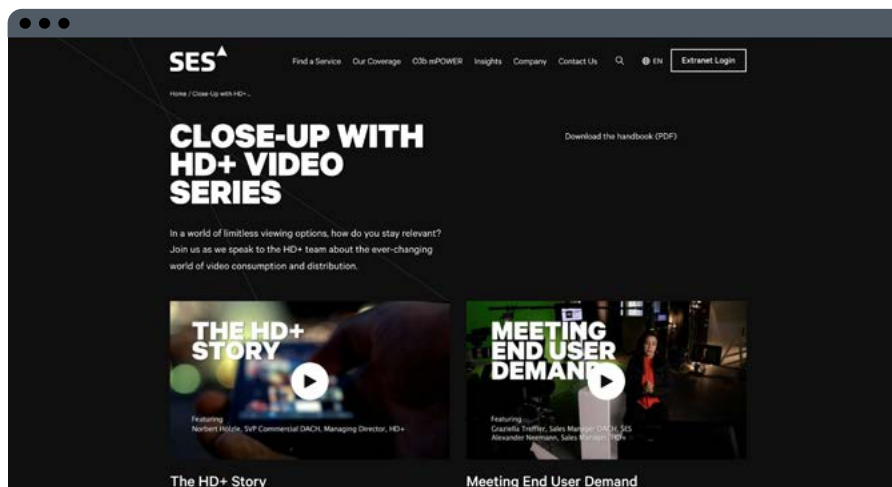
HD +

CONTENTS

ABOUT THIS HANDBOOK

This handbook supplements the Close-Up with HD+ video series. In each section, you'll find a brief overview of the topics discussed, descriptions and visual representations of key concepts, and additional information.

WATCH THE VIDEOS



[Close-Up with HD+ >](#)

KEY TERMS

GEO

Geostationary Earth orbit

SD

Standard-definition television

HD

High-definition television

Ultra HD

Ultra-high-definition television

DACH

A region comprising Germany, Austria, and Switzerland

DVB-T

Digital Video Broadcasting—Terrestrial

Linear

Traditional TV viewing over cable or satellite

Free-to-air

Television services accessible without a subscription

DTH

Direct-to-Home satellite broadcasting and reception

IPTV

Internet-protocol television

OTT

Over-the-top media service

GETTING TO KNOW SES, ASTRA, AND HD+

SES is the world's leading satellite operator, delivering high-quality content and connectivity solutions to 99% of the world's population.

Globally, SES reaches over 361 million TV households, and delivers over 8,250 TV channels. Nearly 3,000 of these channels are in HD, and over 40 are in Ultra HD.

Astra Germany GmbH is a fully owned subsidiary of SES that is responsible for the marketing and sales of SES services in Germany, Austria, and Switzerland. Today, four Astra satellites located at the 19.2° East orbital position broadcast nearly 300 free-to-air German channels, which viewers can access without paying monthly connection costs. As of 2020, Astra is the leading TV provider in Germany, with 17.1 million German TV households watching programmes via these satellites.

HD PLUS GmbH is a wholly owned subsidiary of SES established in 2009. It markets the product HD+, which offers a range of HD and Ultra HD channels receivable in Germany via the Astra satellite system. The HD+ IP streaming service enables all TV households in Germany to access the platform—even if they don't have a satellite dish. Additionally, the HD+ Komfort Funktion, which is integrated into new TV sets from numerous TV manufacturers, allows viewers to restart programmes and explore media libraries. Currently, HD+ offers 26 private HD channels, 50 free-to-air ones, and 3 Ultra HD options.

[Learn more about SES](#) >

[Learn more about HD PLUS \(German language\)](#) >

THE HD+ STORY

MEET NORBERT HÖLZLE

Norbert Hölzle joined SES in 2008 and is currently the Senior Vice President of Commercial for DACH and Managing Director, HD+.

In this video, he discusses why HD+ was created and how it meets the demand of broadcasters and their audiences.

[Watch the video](#) >



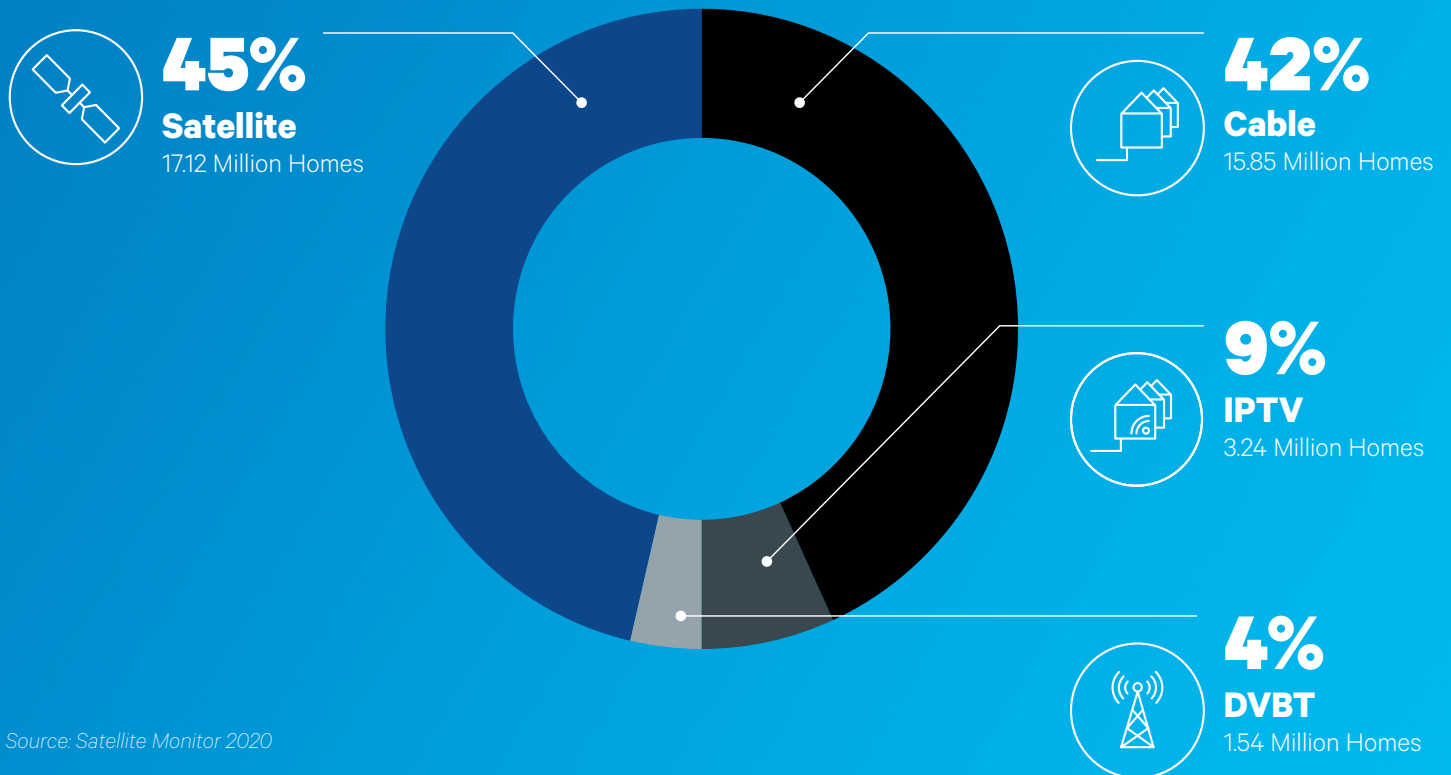
THE BUSINESS CASE FOR GERMANY

SES is a leading satellite TV service provider in Germany—where Direct-to-Home (DTH) remains the most popular mode of TV reception.

Over the past decade, media companies have faced pressure to meet audience expectations for the sharper picture quality HD offers. Yet, producing and distributing HD content has posed a significant business risk to many private broadcasters.

In 2009, SES launched HD PLUS, a business unit that helps German broadcasters, as well as TV manufacturers and dealers, transition to HD in a more convenient and cost-effective manner.

TV reception modes in German households, 2020

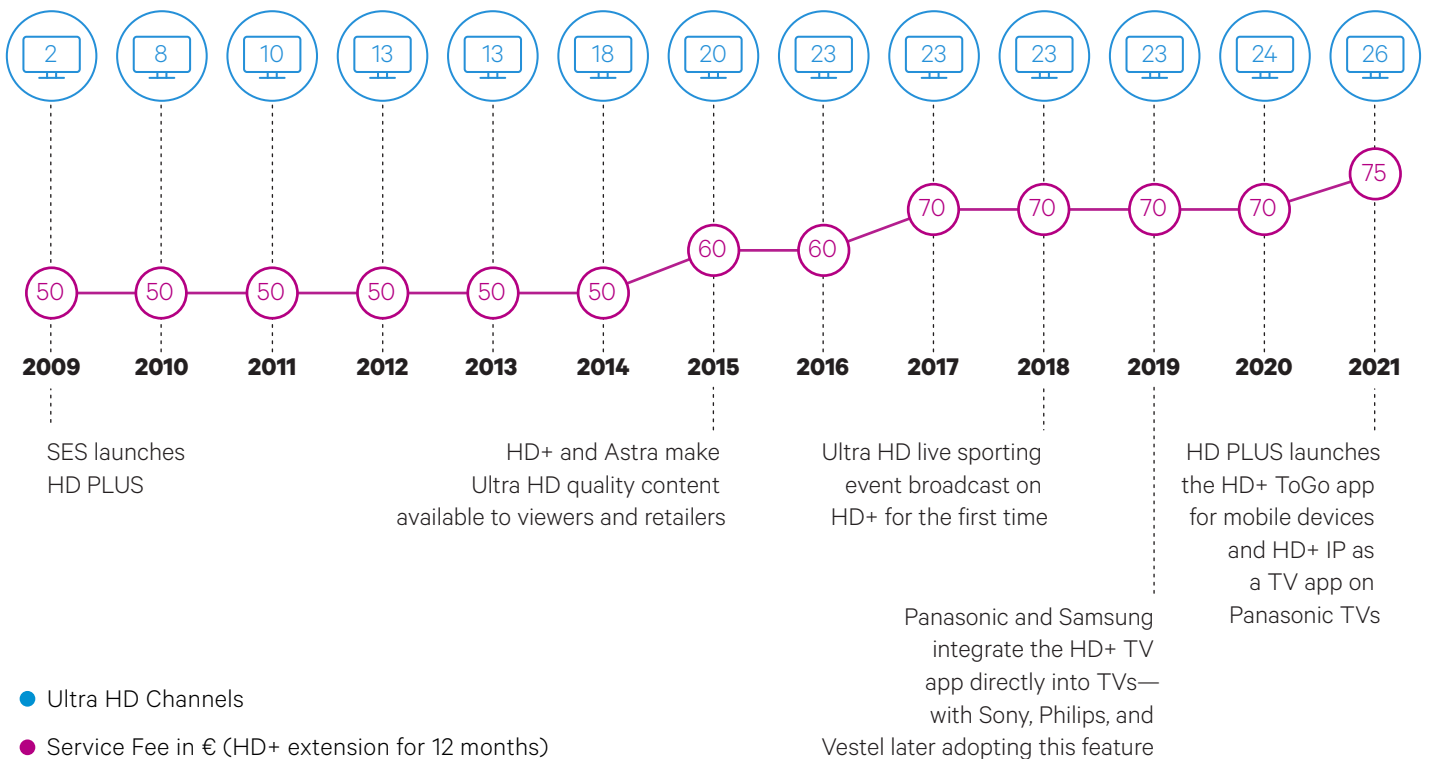


Source: Satellite Monitor 2020

INTRODUCING HD+

The HD+ platform enables German households to access an additional range of HD and Ultra HD channels via the Astra satellite system and IPTV services.

Since HD+ launched, the number of channels on the platform has grown steadily. The service has evolved to meet audience demand for more convenient, higher quality viewing experiences:



“HD PLUS is an interesting environment within SES, because it’s one of the very few divisions of the company that offers a B2C service to B2C clients.”

NORBERT HÖLZLE

SVP COMMERCIAL DACH, MANAGING DIRECTOR, HD+

“Customers choose HD+ because we bring the most robust and affordable content to Germany. We offer the service at €6 per month, and with the new HD+ ToGo app, users can access their favourite programming on the go.”

NORBERT HÖLZLE

SVP COMMERCIAL DACH, MANAGING DIRECTOR, HD+



MEETING END-USER DEMAND

MEET GRAZIELLA TREFFLER AND ALEXANDER NEEMANN

Graziella Treffler is the Sales Manager for SES DACH and Alexander Neemann is the Sales Manager for HD+. They support broadcasters in driving channel and audience growth, while ensuring the HD+ platform caters to the needs of end-consumers.

In this video, they discuss how HD+ responds to the ever-changing expectations of viewers.

[Watch the video](#) >



GRAZIELLA TREFFLER

Sales Manager, SES DACH



ALEXANDER NEEMANN

Sales Manager, HD+

MEETING TV CONSUMPTION TRENDS

Giving viewers the flexibility to watch content where, when, and how they want is essential to driving customer loyalty. Since 2009, the HD+ platform has expanded to support multiple modes of consumption:



HD+ DTH

service that delivers HD+ via satellite



HD+ IP

app available on smart TVs



HD+ TOGO

app for mobile devices

DELIVERING ULTRA HD QUALITY

Experiencing the best possible picture quality is increasingly important to customers—especially when they view content that they're passionate about. As a result, more German consumers are investing in Ultra HD TVs, which display four times the number of pixels compared to HD TV sets.

24M

Ultra HD TV sets were sold in Germany between 2014 and the end of 2021¹

72%

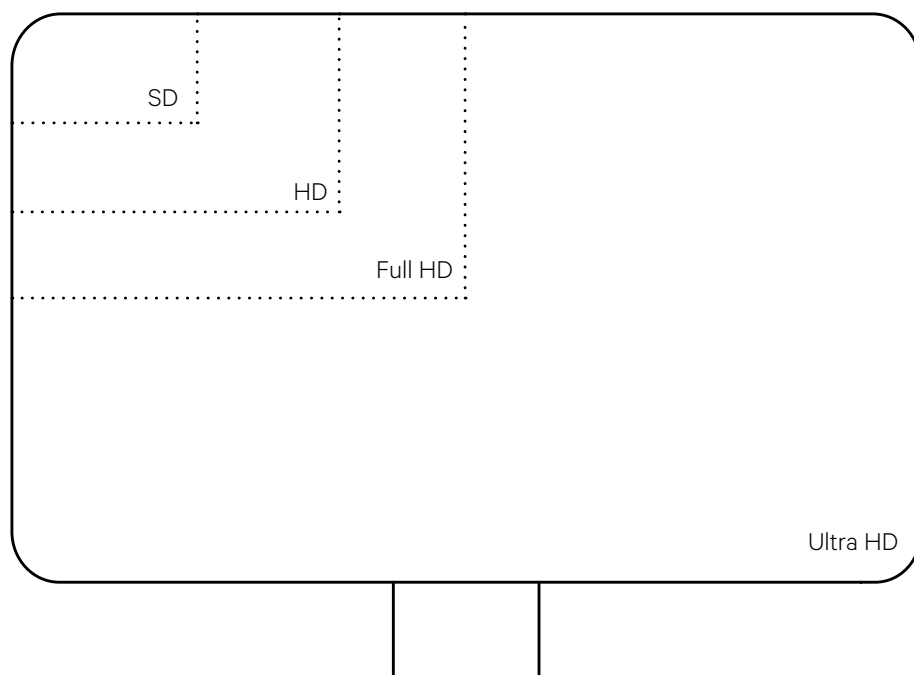
of Germans are aware of Ultra HD²

76%

of all TV sets sold in 2021 were Ultra HD TVs³

44%

of all TV sets sold in Germany have a screen diagonal of 55 inches or bigger⁴



HD PLUS collaborates with leading TV broadcasters to optimise Ultra HD viewing experiences. Three Ultra HD channels on the platform offer audiences highly immersive:

- **Movies and series**
- **Live sports**
- **Music and concerts**
- **Documentaries**

¹ TV-Geräte-Markt 2021. Deutsche TV- Platform

² TV Monitor 2020

³ TV-Geräte-Markt 2021. Deutsche TV- Platform

⁴ TV-Geräte-Markt 2021. Deutsche TV- Platform

REACHING VIEWERS ANYTIME, ANYWHERE

Whether at a hotel, commuting to work, or sitting in a coffee shop, consumers expect access to their favourite programmes at all times.

HD+ ToGo enables subscribers to watch live and on-demand programming at their convenience.

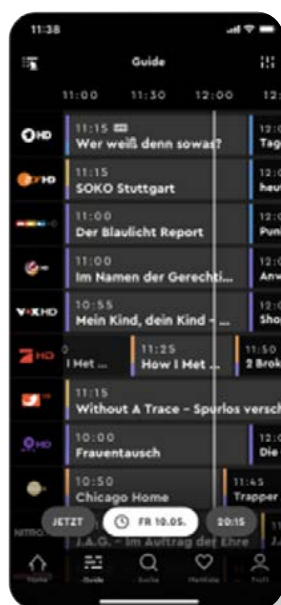
The app allows users to restart shows, watch content after it's aired, keep track of channel schedules, and discover new programmes.

Available on the HD+ ToGo and HD+ App

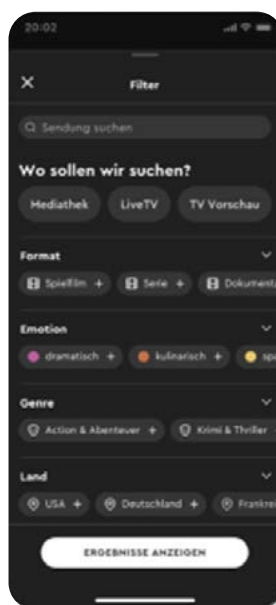
Streaming



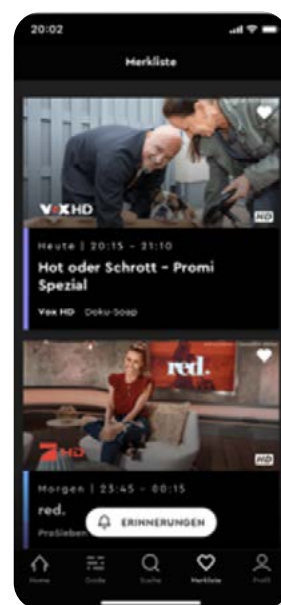
Programme Guide




Search Feature



Watchlist





“What we’re seeing from end-consumers is the desire to have more and bigger screens. And whether looking at a big or small screen, customers want crystal-clear viewing. That’s why our services are designed to balance quality, flexibility, and affordability.”

GRAZIELLA TREFFLER

SALES MANAGER, SES DACH

THE POWER OF PARTNERSHIPS

MEET ANDREAS GERHARDT

Andreas Gerhardt is the Chief Distribution Officer for SPORT1—a leading German sports broadcaster. He leads the channel's linear content distribution strategy.

In this video, he discusses how partnering with SES and HD PLUS has accelerated SPORTS1's success story.

[Watch the video](#) >



PARTNERING FOR SUCCESS

When private broadcasters initially began distributing content in HD, many were concerned about making up the costs of adopting an HD-first strategy.

HD+ was developed to help broadcasters safeguard revenue, so they can focus on creating outstanding content.

Key benefits for broadcasters



Refinances HD distribution costs to reduce business risk

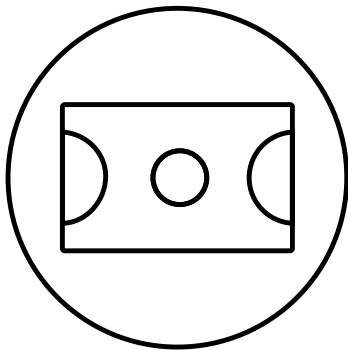


Prevents piracy through state-of-the-art video encryption



Protects advertising-financed business models

DRIVING SPORTS FAN ENGAGEMENT



SPORT1, a long-time HD+ customer, invests in highly expensive rights to sporting events every year.

Since joining HD+ in 2010, the broadcaster has solidified its position as the channel German sports fans rely on to watch the games they love in the best possible quality.



“In the future, improving content accessibility will be even more important. The steps HD PLUS has taken to make high-quality content more readily available is essential to building stronger relationships with customers. We’re very satisfied as a partner.”

ANDREAS GERHARDT

CHIEF DISTRIBUTION OFFICER, SPORT1

[Learn more about SPORT1](#) >

LOOKING TO THE FUTURE

CLOSING THOUGHTS WITH NORBERT HÖLZLE

In this final video, Norbert Hölze discusses how HD PLUS will continue to meet the ever-changing needs of broadcasters and their viewers.

[Watch the video](#) >

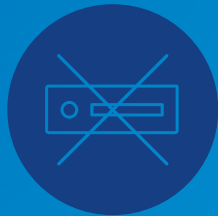


ADAPTING TO CHANGE

Today, HD PLUS has enhanced its service offering to drive more value for customers by:



Improving picture quality



Retiring set-top boxes



Partnering with leading TV manufacturers



Launching HD+ IP and the HD+ ToGo app

With the latest advances to our products and services, HD PLUS is well positioned to proactively develop solutions that meet our customers changing needs by:



Empowering cross-screen viewing experiences



Expanding Ultra HD programmes and channels portfolio



Enhancing user experiences

The HD+ offering has also been replicated in Ghana, where 12 HD+ channels are now available to DTH households connected to SES's Astra 2F satellite.

“When I was a kid, there were just three channels, but today, you have countless offers. SES has a track record of delivering broadcasting services that meet change head on. Our partners trust us to help them stay ahead because their customers are always at the centre of our strategy.”

NORBERT HÖLZLE

SVP COMMERCIAL DACH AND MANAGING DIRECTOR, HD+

**DIVE DEEPER
INTO THE TOPICS
DISCUSSED**

- > Bringing satellite TV to Germany
- > SES Launches New HD+ ToGo Streaming-App in Germany
- > SES Launches New HD+ IP Streaming Service in Germany
- > Leading the HDTV Revolution
- > Best of both worlds: Reaching millions in Germany through Astra and HD+
- > HD+ Viewers to Enjoy Live Formula 1™ in Ultra HD with RTL Ultra HD
- > SES launches HD Plus for Ghana

To learn more about SES and our
video services, visit ses.com.

To learn more about HD+,
visit hd-plus.de.

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