

Discover the True Benefits of 4K UHD TV with Satellite

Pave the Way for More Viewers and Better Content in Europe



Media distributors recognize that 4K UHD TV is the way of the future. According to a recent survey, 63% predict that it will be the new mainstream form of content distribution in the next five years, and 23% already have plans to launch it in the next two or three. But for many, the method of distribution holds them back. Programmers wonder: Is it worth the cost to distribute 4K UHD content when the costs can be crippling, and the supposed “high-quality” experience is actually – not?

1° West Gives Customers Quality 4K Content

Intelsat, in partnership with Telenor, has 30 years of media distribution experience. Their 1° West media distribution solution is the perfect distribution platform for today’s high quality content. Here’s why:

1

Optimal Video Quality—Guaranteed

4K requires a large amount of bandwidth to run smoothly. Sharing broadband with several other channels can deplete the network resources, causing latency or poor picture quality. Intelsat’s high-performance satellites offer enough capacity to send 4K signals across the entire coverage area with the same high-quality video and sound as classic programming. No lags. No buffering.



2

One Flat Cost, Millions of Viewers

For some types of video distribution, such as OTT, the costs rise with the number of viewers a programmer is trying to reach, which is based mainly on how terrestrial infrastructure is laid out and a customer’s proximity to connectivity zones. This is not the case with satellites. Intelsat’s wide-beam satellites easily cover the entire video neighborhood so distributors can easily get their content out to millions of viewers at one flat cost.



3

Maximize Viewer Reach

Intelsat and Telenor’s fleet of satellites over Central and Eastern Europe covers 18 million TV households in the video neighborhood (and growing) – including those that are nowhere near traditional terrestrial infrastructure. The widespread reach of satellite also provides households with limited connectivity services due to insufficient internet bitrates with the 4K content they want.



4

Minimal Equipment on the Ground

Using wide-beam satellites means distributors can successfully use smaller antennas for content distribution.



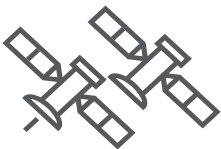
5

Access to a Premium Video Neighborhood

Intelsat’s 1°West media distribution solution hosts 5 Pay-TV operators with nearly 900 TV and radio channels, plus over 400 HD channels, and reaches upwards of 18 million households.



4K UHD TV is Here. Reach Those Viewers with Reliable, Always-on Coverage with Intelsat



Intelsat 1° West video neighborhood is a multi-satellite video distribution solution that supports major Direct-to-Home platforms and reaches millions of Cable and IPTV headends. For over 50 years, Intelsat has used its advanced satellite fleet to support media services, providing the expertise, quality, and cost-effective solutions needed to make your content distribution a success.

To discover how Intelsat’s 4K satellite solution at 1°West can expand your reach in one of Europe’s fastest-growing video neighborhoods, contact us today at MediaSales@intelsat.com.



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