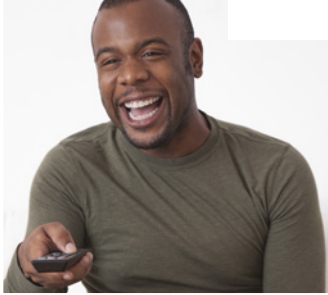


ADNL Partners with Intelsat

DTT Launch Fuels Economic Growth in Kenya



The Challenge

With the adoption of broadcast and telecommunication technologies, Kenya has become one of the most advanced nations in Africa. As a part of Kenya's Vision 2030 initiative, the migration from analog to Digital Terrestrial TV (DTT) benefitted Kenya's social and economic growth through the creation of jobs in content development, sales of digital receiving equipment and infrastructure deployments. One of the drivers behind the changeover was the ability to repurpose analog broadcast frequencies to new mobile broadband services.

To address the digital migration, two Kenyan media companies, Nation Media Group and Royal Media Services, formed a consortium called the Africa Digital Network Limited (ADNL). The initial focus of ADNL, as a result of regulatory obligations, was to effectively deploy DTT nationwide by providing digital television and radio signals to all terrestrial broadcast towers throughout Kenya.

Primary business goals included:

- Achieving 100 percent reach with Kenya's television households quickly
- Offering high quality distribution of the DTT signal
- Deploying DTT within a timeframe compatible with the license requirements and ADNL's business plan
- Limiting unnecessary investment in network and headend infrastructure
- Selecting a reliable partner supplier with professional experience and technical resources

By leveraging Intelsat's infrastructure and experience, ADNL was able to cost-effectively rollout DTT services across Kenya within the regulatory timelines and meet the goals of its business plan.

The Solution

Intelsat leveraged a satellite-based solution with strong video neighborhoods to support ADNL with the DTT roll-out. The solution was designed to reach the entire population, delivering content to the largest number of viewers (especially the hard to reach rural and remote areas). The long standing relationship between Intelsat and the ADNL partners helped ensure a successful deployment.

Immediate Benefits

As a result of the implementation, ADNL saw the following immediate benefits:

- **Perfect coverage and technical performance over Kenya** – with Intelsat's premium C-band and strong video neighborhoods to reach the largest number of viewers capacity on Intelsat 902 at 62°E for DTT distribution
- **Compliance with regulatory obligations** – by quickly deploying service with most satellite dishes pointed to the Intelsat DTT video neighborhood
- **Optimization of bandwidth** – uplink and downlink feeds in DVB-S2, enabling ADNL to carry more channels and a migration path for direct-to-home overlay to reach beyond the current DTT coverages areas

Ongoing Benefits

Intelsat continues to provide proven DTT solutions across a number of continents, supported by advanced coding and modulation techniques that enable efficient use of bandwidth and improved



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reception quality. This network architecture allows ADNL to adapt to market requirements and expand its services over time, which is essential in a competitive environment.

Additionally, in regions such as Kenya that often experience rain-fade conditions, the resilient C-band frequencies guarantee the best quality for an uninterrupted DTT distribution to towers. Leveraging Intelsat's robust satellite infrastructure, ADNL is able to:

- Provide digital television coverage within budget and on time,
- Meet their regulatory obligations and business plan objectives, and
- Expand viewership and content offerings in a scalable cost-efficient manner.

As Intelsat continues to help African broadcasters and programmers disseminate their content via DTT, it is committed to being one of the driving forces behind economic transformations taking place in Africa.

Intelsat 902 at 62°E



ADNL utilizes premium C-band capacity on Intelsat 902 at 62°E for DTT distribution, which offers perfect coverage and technical performance over Kenya.

ABOUT ADNL

The Africa Digital Network Limited (ADNL) is a consortium of two Kenyan media companies – Nation Media Group and Royal Media Services – dedicated to making the Kenya Government digital television migration a success.

ABOUT INTELSAT

Intelsat operates the world's first Globalized Network, delivering high-quality, cost-effective video and broadband services anywhere in the world. Intelsat's Globalized Network combines the world's largest satellite backbone with terrestrial infrastructure, managed services and an open, interoperable architecture to enable customers to drive revenue and reach through a new generation of network services.

Thousands of organizations serving billions of people worldwide rely on Intelsat to provide ubiquitous broadband connectivity, multi-format video broadcasting, secure satellite communications and seamless mobility services. The end result is an entirely new world, one that allows us to envision the impossible, connect without boundaries and transform the ways in which we live.

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