

The Next Broadcasting Frontier

Take Your Content to Sub-Saharan Africa with Intelsat 20



The World's Fastest Growing TV Market

Africa is one of the fastest growing TV markets in the world. With a population of 1.2 billion people and counting, TV penetration in Africa is at 42%, with the potential to reach 58% of under-served people*. The right connectivity and reach can produce an abundance of opportunity to connect with these new viewers in a market that is poised to continuously grow for years.

Intelsat is the First Choice for Video Distribution in Africa

You can reach millions of households through one of our seven prime orbital locations and video neighborhoods that support DTT and DTH platforms and distribution. With over 800 channels already carried, new markets are at your finger tips and ready to grow.



**Over 200
customers served**
via 3 video
neighborhoods



**6 cable and
broadcast video
neighborhoods**
and 1 DTH neighborhood

Reach Your New Audience with Intelsat 20 (IS-20)

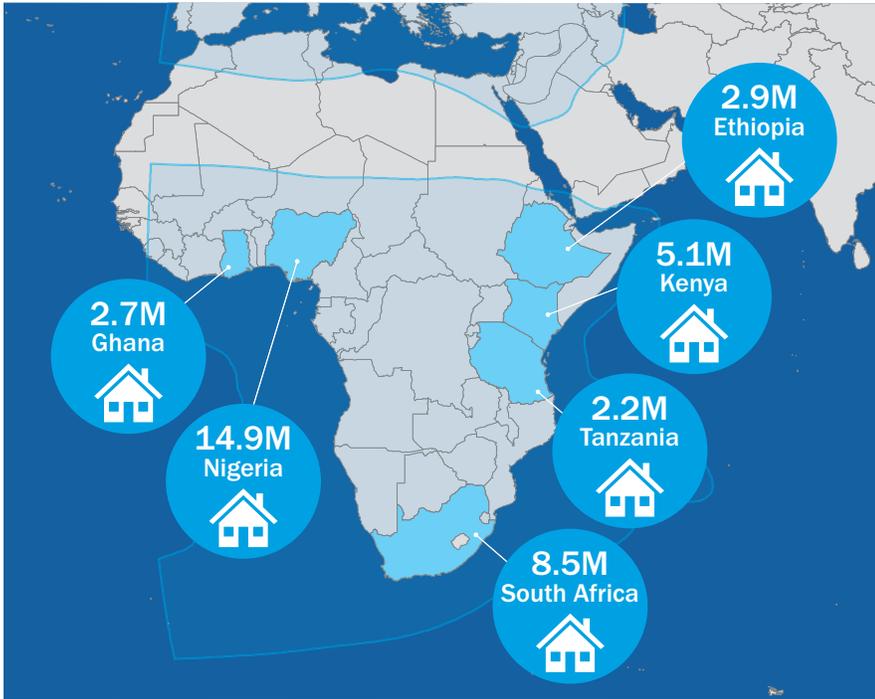
Located at 68.5°E, IS-20 is the premier direct-to-home (DTH) video neighborhood in Africa. With strong, focalized Ku-band beams, IS-20 takes your content to virtually all of Sub-Saharan Africa. IS-20 is the most watched media location over Africa and already reaches nearly 40 million TV households in emerging markets such as Nigeria, Ghana, Tanzania, Ethiopia, and Kenya.

Benefits At-A-Glance

- 552 channels (50 HD)
- ~192 Free to Air channels
- Premier DTH Neighborhood in Africa
- Nearly 40 million TV households reached
- Prime orbital location for video distribution

*Dataxis 2018

Nearly 40 Million Households Reached via Intelsat 20



Free to Air Viewership Study

In 2019, Intelsat conducted a survey through GeoPoll, a research agency in Africa, to better understand the viewership habits of free-to-air (FTA) channels on IS-20. As a result, the survey showed there is an abundance of FTA programming opportunities in some of the top growing economies in sub-Saharan Africa.

Key Survey Findings:



Most viewership comes from urban areas of population



People ages 15-34 are a key demographic to target, as they consume the most TV



A large percentage of people watch TV outside of their homes, including restaurants and places of worship

FTA vs Pay-TV

Most people have a way to receive satellite TV including programming from FTA, Pay-TV, or both



High-definition programming is a growing market opportunity as most people are interested in receiving HD content

About Intelsat

As the foundational architects of satellite technology, Intelsat operates the largest, most advanced satellite fleet and connectivity infrastructure in the world. We apply our unparalleled expertise and global scale to reliably and seamlessly connect people, devices and networks in even the most challenging and remote locations. Transformation happens when businesses, governments and communities build a ubiquitous connected future through Intelsat's next-generation global network and simplified managed services.

At Intelsat, we turn possibilities into reality. Imagine Here, with us, at Intelsat.com.

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