1° West: Your Premier Destination for Maximum Audience Reach

Connect to the World's Premier Cable, Broadcast, and DTH Systems via the Largest Satellite Fleet

Media programmers are under increasing pressure to meet the demands of fragmented audiences who want to consume content on their smartphones and tablets, around the clock, and according to their schedules. In the age of over the top (OTT) and video on demand (VOD) content – programmers must keep pace with newer technologies and rising expectations and volume of viewers without breaking the bank or stagnating in a single market.

One of the fastest-growing video neighborhoods is in Central and Eastern Europe, where audience growth is trending towards new forms and high quality of content viewing such as high-definition and internet-based content. But moving content throughout this region via traditional terrestrial means is inefficient and costly.

To reach this desirable location, Intelsat uses a multi-satellite solution in partnership with Telenor, offering media distributors an extensive footprint across key markets at an affordable rate.

Benefits At-A-Glance

- Content distribution in SD and/or HD to cable operators, DTH, IPTV, and affiliates

- Ideal location and platform for 4K UHDTV end-to-end video transmission for higher quality and immediate access to TV customers anywhere

- Access to 5 leading DTH platforms and nearly 18 million households within the region, one of Europe's most sought-after video neighborhoods
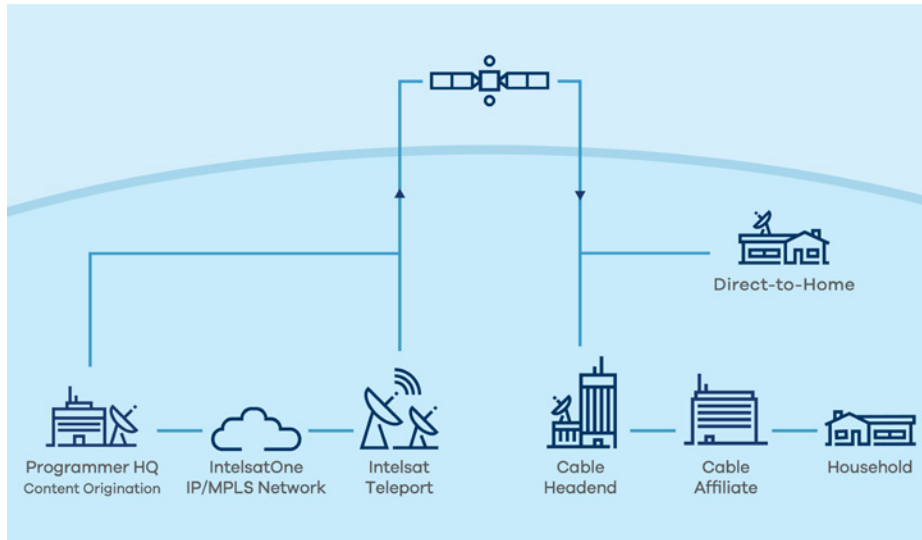
Central & Eastern Europe Program Landscape – Now & Later

Subscribers	TV	HDTV	Digital Cable	DTH	IPTV
2020	143M	51M	21M	31M	19M
2025	149M	69M	23M	32M	25M

The average customer in the 1° West Video Neighborhood buys service across 3 regions

INTELSAT

Welcome to the 1°West Neighborhood – A Multi-satellite Solution Delivering Content Your Audience Wants

For the past 30 years, we've worked closely with media distributors to get the best content in front of viewers, from the Olympic games to beloved sitcoms. Now, we're taking it to the next level. We're answering the call for flexible, multi-channel distribution using an integrated infrastructure of satellite, fiber, and teleport. 1° West is a fast, cost-effective media distribution solution that gets you immediate access to one of Europe's most sought-after video neighborhoods – wherever your customers are, however they may be watching.

1°West Multi-satellite Solution

Programmer HQ Content Origination — IntelsatOne IP/MPLS Network — Intelsat Teleport — Cable Headend — Cable Affiliate — Household — Direct-to-Home

Deliver the Content Your Audience Wants

The 1° West media distribution solution currently reaches about 18 million TV households via both cable and DTH platforms – with over 900 unique channels including CNN, AMC, Disney, and more in 15 languages.

The high-power wide beams from the 1° West satellites cover Central and Eastern Europe completely with zero lag and perfect content clarity.

Learn how 1° West can get your content in front of more viewers with greater efficiency. Ready to get started today? Talk with an Intelsat expert now.

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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