

Satellite and Pay TV Trends in Central and Eastern Europe: 5 Things You Need to Know



With expanding economies and an increasing number of TV households, the opportunity for growth in the Central and Eastern Europe markets offer exciting potential.

Across seven key markets within the region, there are 30 million Pay TV households receiving satellite DTH, cable, and IPTV services. Between 2017 and 2022, Central and Eastern Europe markets have seen 1.9% compound annual growth in the number of homes receiving Pay TV services. By 2027, it's forecasted to increase by 0.6%. This combination of TV household growth and economic expansion provides a huge opportunity for distributors to reach new audiences and new revenue streams.

1

Linear channels are still in play

Linear TV channels remain remarkably resilient and relevant to consumers, continuing to generate more revenue than streaming for content owners. As Pay TV operators and telcos in CEE shift to a super-aggregation model, offering popular linear TV channels is a crucial point of differentiation as they compete with standalone streaming competitors and smart TV devices.

2

Satellite can maximize your reach

Satellite DTH services maintain an important role in nearly every CEE market, particularly suited to channels where the focus is gaining the widest possible reach. Choosing a popular satellite orbital position such as the 10W neighborhood allows channel owners to reach more than 50% of Pay TV households across CEE with a single distribution mode.





3

IP distribution is growing, but only where infrastructure allows

We expect considerable growth in the use of internet distribution, as channel playout and operator headends both increasingly shift to public cloud providers. Internet can be beneficial to reach where others can't, if the network resiliency is there to support it.

4

Expand coverage with Intelsat's 1West neighborhood

Intelsat 1West video neighborhood gives access to high power wide beams for more expansive coverage in Central and Eastern Europe, offering over 900 channels capturing over 16.2 million viewers.

5

A hybrid distribution strategy wins out.

Our extensive research reveals there is no one "right" way to distribute channels. Instead, the smart strategy for channel owners is to blend all three channel distribution methods to maximize overall reach, while maintaining flexibility. Intelsat delivers on satellite, terrestrial, and IP distribution— supporting all three methods through the world's largest integrated space and ground network.