

# Intelsat 20

## Audiences in Ethiopia are looking for more content.

IS-20 covers most of Sub-Saharan Africa and carries over 600 channels, connecting people across multiple genres. IS-20 reaches 45+ million FTA urban adult viewers, and 2.9 million viewers in Ethiopia.



94% of Ethiopian viewers are watching an average of 3.08 hours a day.



The most desired content is news (93%)



Satellite enjoys the highest penetration of all content delivery technologies into TV households and will continue to do so for decades. It's high availability and dedicated bandwidth ensure the risk of network outages and congestion are virtually non-existent.