

# Intelsat 20

## South African audiences 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 8.9 million viewers in South Africa.



98% of South African viewers are watching an average of 4.88 hours of television 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.