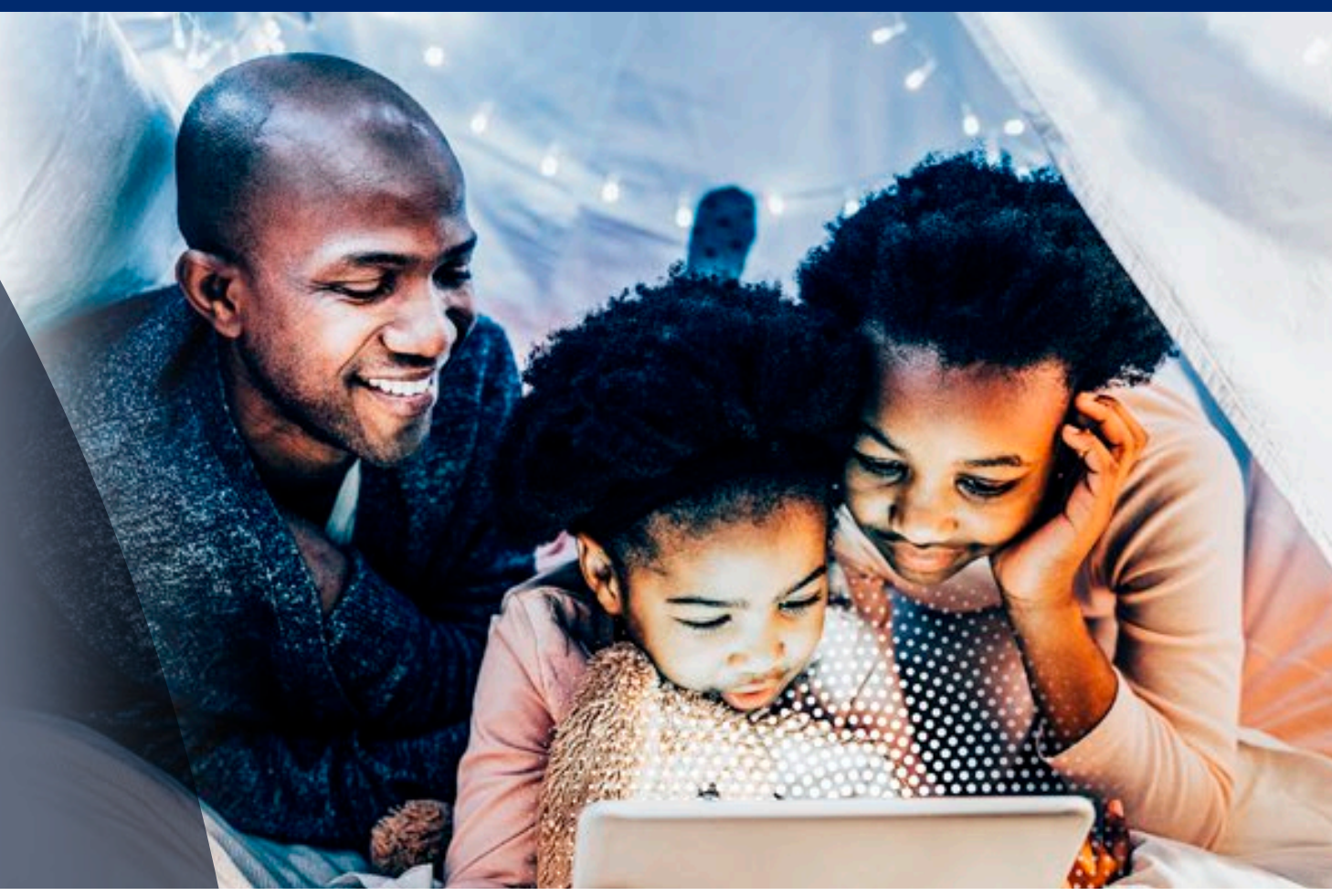


Unleash the Potential of TV Markets in Sub-Saharan Africa



Africa is one of the world's fastest growing TV markets, with an abundance of opportunity. The continent is rich in diversity, requiring a comprehensive understanding of viewership habits in order to take advantage of each region's market potential. Intelsat has conducted an audience survey focusing on key urban adult populations with the purpose of uncovering viewers' habits and preferences, and found an abundance of untapped potential in six of the top growing economies in Sub-Saharan Africa; Nigeria, South Africa, Ghana, Kenya, Tanzania, and Ethiopia.

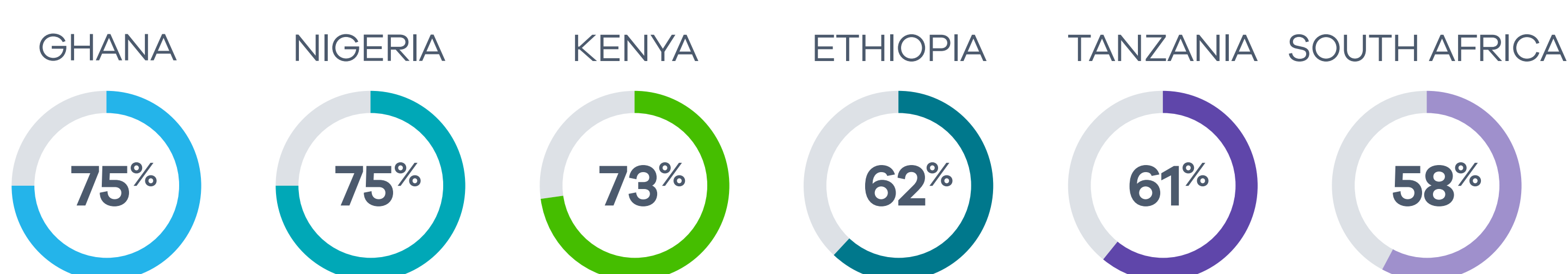
Fueling the Transition to Digital Broadcasting

Many Sub-Saharan African viewers receive TV content from satellite:



A Mobile-Centric Market

A large segment of Sub-Saharan African viewers are accessing video from their mobile smartphones



Get to Know the Sub-Saharan African Viewer

58%
Still Have the Potential to be Reached by TV Penetration

Direct-to-Home and Digital Terrestrial TV
Are the Largest Growth Drivers

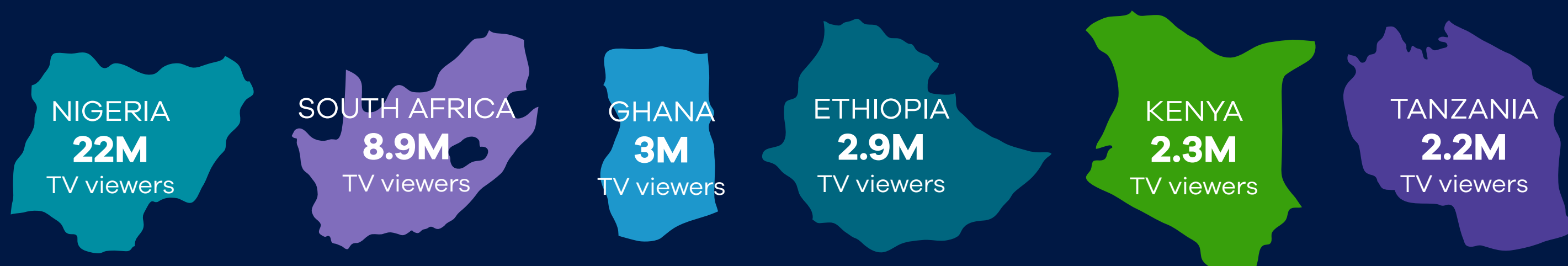
Ages **18-34**
Watch the Most TV

Most Viewership Comes from **Urban Areas**

A recent GeoPoll survey looked at six Sub-Saharan African audiences to form a better understanding of viewership of free-to-air (FTA) channels and ultimately unlock opportunity in this market

Intelsat 20 (IS-20) – Africa's Leading Direct-to-Home (DTH) Neighborhood

IS-20 allows viewers to instantly reach key FTA markets across Africa and Western Europe. In fact, nearly 45 million TV viewers in Africa already receive FTA channels from IS-20



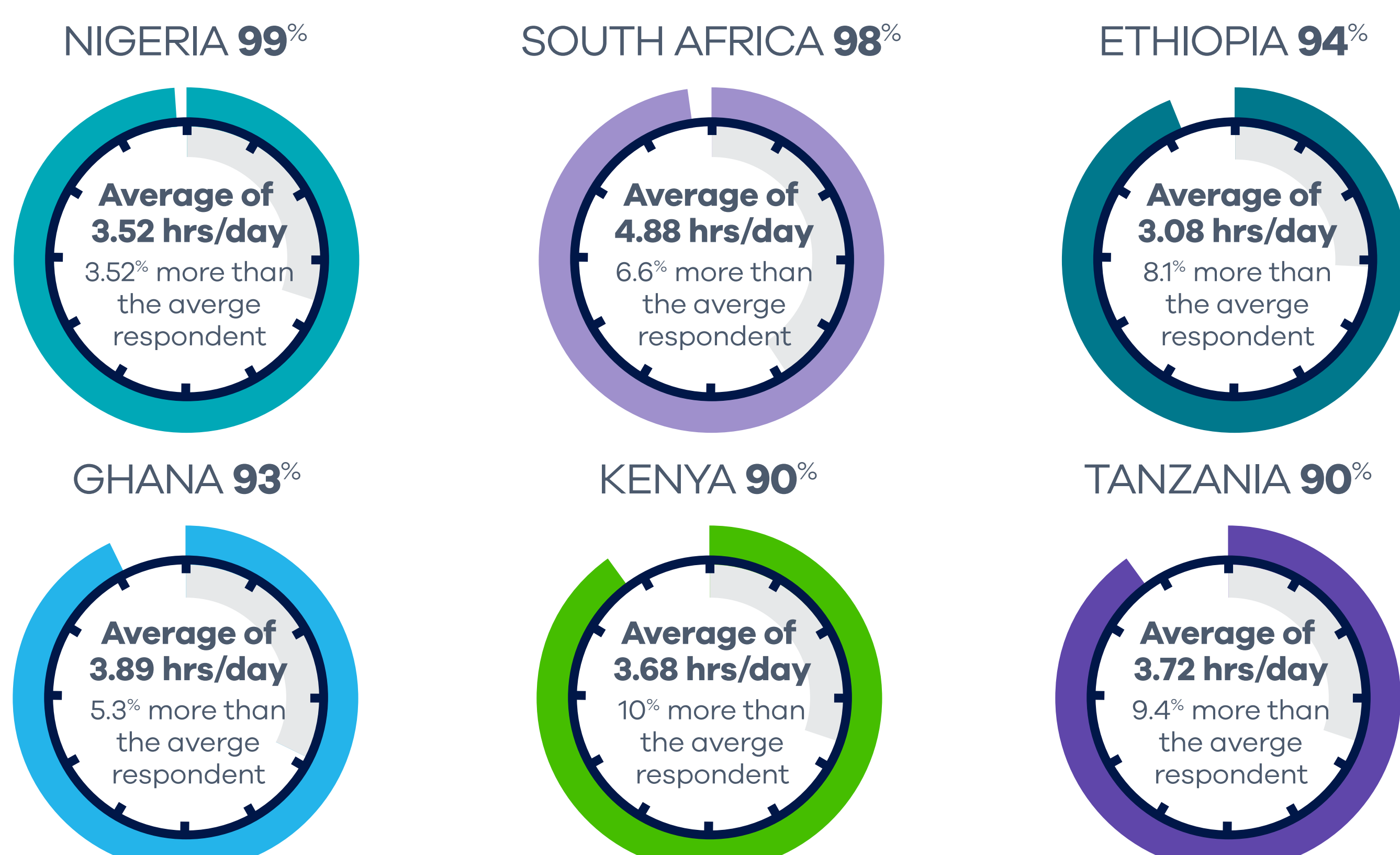
OVER 600 CHANNELS WITH CONTENT ACROSS GENRE AND LANGUAGES

IS-20 IS AFRICA'S TOP DTH PLATFORM, AND IS IN THE PRIME ORBITAL LOCATION FOR VIDEO DISTRIBUTION

THE IS-20 NEIGHBORHOOD IS HOST TO THE LARGEST PAY TV PLATFORM WITH THE BIGGEST REACH INTO FTA VIEWERS

Get to Know Your Urban IS-20 Viewers

Percentage of Viewers Who Watch TV at Home



Most Desired Content per Country



Contact us today to find out how the Intelsat 20 Ku-band DTH platform can help you reach the right audience.

intelsat.com/solutions/media