

# Five Essential Truths About Satellite Distribution in the Asia-Pacific Market



Media distributors in the Asia-Pacific market are always looking for innovative ways to meet viewers' demands for high-quality content, all while expanding their audience reach.

**Let's deconstruct some of the common misconceptions surrounding traditional linear TV distribution method.**

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## Linear TV delivers more revenue for programmers

Prior to 2020, Pay TV declined overall due to factors like piracy, inflation, smaller markets, and Pay TV subscriptions and ad revenue continues to offer an advantage to programmers looking to enter the Asia-Pacific market. **Over the next 10 years, cable subscriptions are projected to increase by 3.3% to 390 million subscribers with an estimated value of \$26.4B. Direct-To-Home (DTH) subscriptions are projected to increase 22% in the next 10 years with an estimated value of \$10.7B** – an impressive amount considering the competitive market and government regulations. In addition, total Pay TV ad revenue is set to crest \$60 million, where online advertising will only reach about \$10 million<sup>1</sup>.

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## Traditional media consumption still favors linear TV in the region

Though competition for audiences across distributors is fierce, linear TV consumption in the Asia-Pacific market remains strong. As of 2020, **Pay TV accounted for 698 million households in the region, and is estimated to grow by another 100 million by 2025.** Emerging markets in Southeast Asia and India are leading the charge as cable connections move from analogue to digital, and as satellite continues to reach farther than internet-based distribution methods.



<sup>1</sup> S&P Global



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### Satellite distribution doesn't suffer the same challenges as OTT

New distribution methods like Over-The-Top (OTT) aren't taking over the industry as some had suspected might happen. OTT faces challenges like oversaturation in the market, content exhaustion, and a lack of reach to more remote areas of the market. **Satellite overcomes these impediments, and it shows in the consumption rates: In Asia-Pacific, OTT consumption hit 102 minutes per day in 2020 compared to 140 minutes for linear TV consumption.**

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### Only satellite can meet growing demand for high-quality content

Satellite offers the best way for programmers to expand their reach and provide the best quality programming. In the Asia-Pacific region, Intelsat has seen a 37% year-over-year increase in HD content on our fleet. This is due to more programmers answering customer demand for higher quality content. **By 2029, HD cable households are expected to grow to 306 million across the region, a 78% increase from 2020<sup>1</sup>.** Satellite remains the most reliable way to accommodate this transformation.

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### The right partner makes all the difference

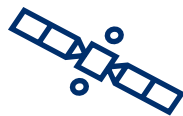
By leveraging the full potential of its network technologies, managed services, and strategic partnerships, Intelsat remains one of the few satellite operators in the Asia-Pacific market with global distribution capabilities. They offer one of the largest video neighborhoods and most robust satellite systems in the area. **When programmers work with Intelsat, they automatically get access to over 230 million Pay TV customers in the region, as well as 800 channels.**

## The Benefits of Satellite



### More content

Offer viewers access to more channels in more regional languages



### More coverage

Tap into audiences in areas where internet based programming can't reach



### More flexibility

Meets audiences where they are, leading them to higher-quality content without the risk of churn



### More revenue

Support your content distribution strategies through ad revenue dollars

Satellite remains the truest enabler of Pay TV distribution in Asia-Pacific, offering the kind of reach, reliability, quality, and revenue potential that distributors need to move their media strategies forward.

**Curious how Intelsat can serve the unique needs of your region and your audience?**

Contact us today at [intelsat.com/contact-us](https://intelsat.com/contact-us)