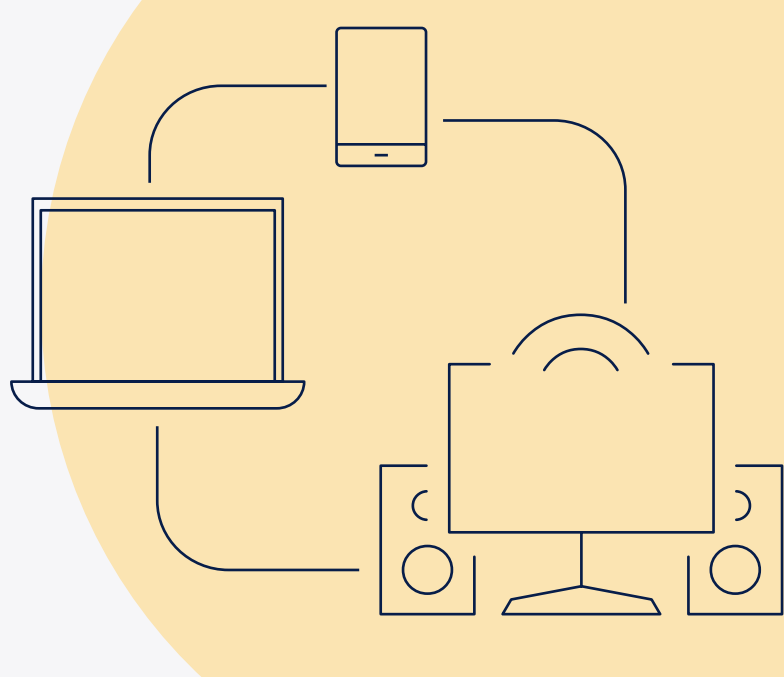


Channel Hopping: Integrating a hybrid distribution strategy across Central and Eastern Europe

Media Market Watch 2023 revealed combining satellite, fiber and internet sets European channel distributors and Pay TV operators apart from pure Over-the-Top (OTT) competitors, delivering growth in expanding Central and Eastern Europe (CEE) markets.



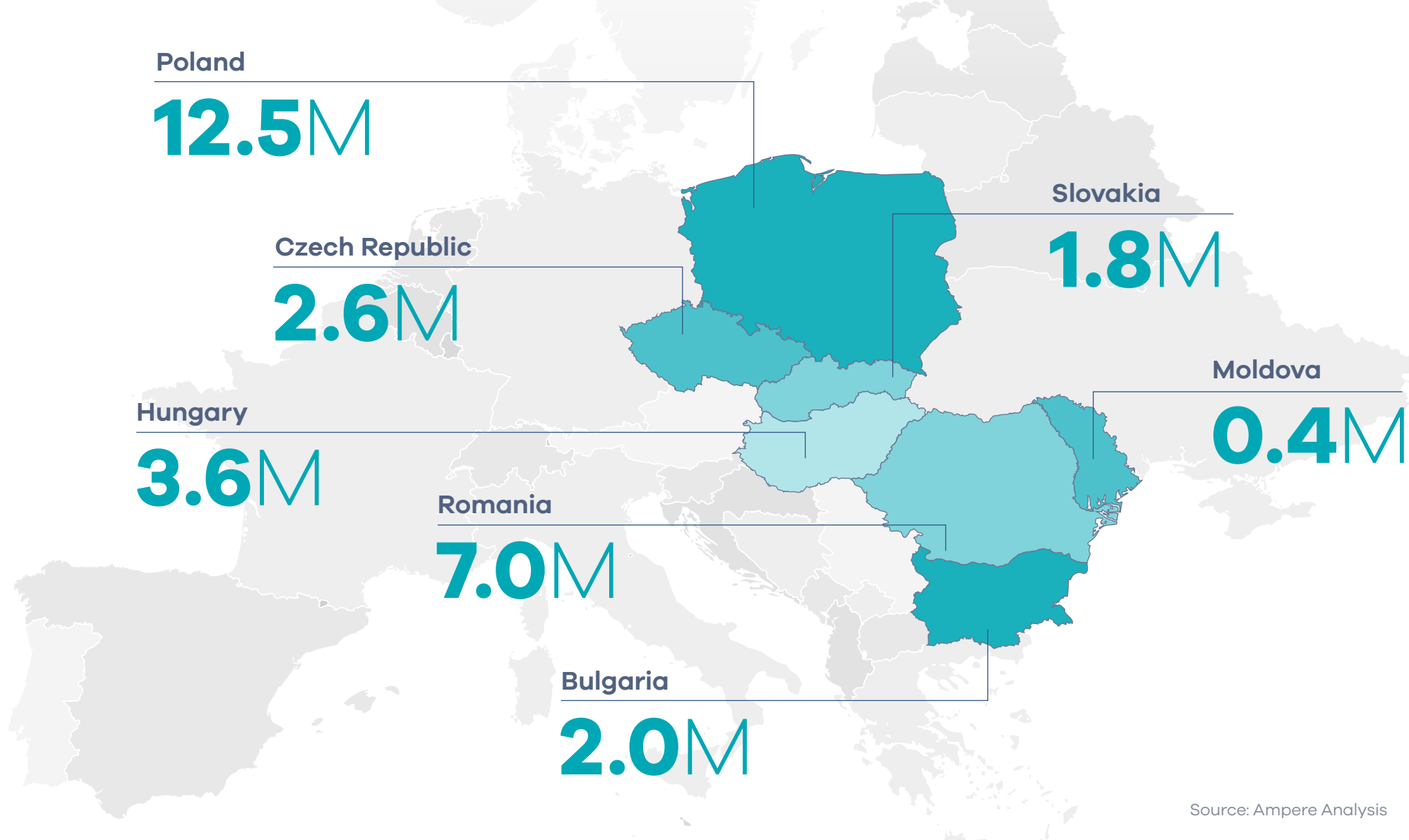
Market Potential In Central and Eastern Europe TV market

Across Poland, the Czech Republic, Hungary, Romania, Bulgaria, Slovakia, and Moldova there are 30 million Pay TV households receiving satellite DTH, cable, and IPTV services. A further 6 million Pay TV customers can be found in Albania, Bosnia, Croatia, Montenegro, North Macedonia, Serbia and Slovenia.

30M

Total TV Households Across CEE

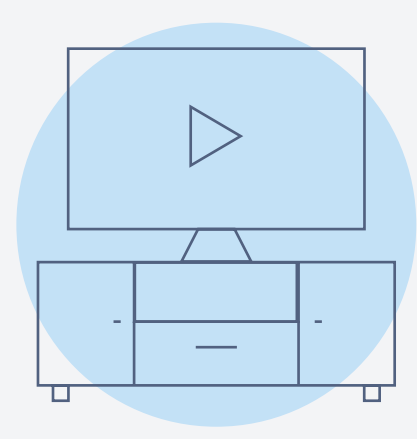
Central and Eastern Europe Market Snapshot by TV Households



Source: Ampere Analysis

Expanding Economies and Increasing TV Households Offer Growth Opportunities

CEE markets have seen 1.9% compound annual growth in the number of homes receiving Pay TV services between 2017 and 2022. By 2027, this is forecasted to grow a further 0.6% reaching 30.8 million Pay TV households, with millions more receiving OTT services.



2017–2022

1.9%

Annual Growth

Compound annual growth in the number of homes receiving Pay TV services between 2017 and 2022.

By 2027

0.6%

Forecasted growth

Pay TV services are projected to grow a further 0.6% by 2027.

Source: Ampere Analysis

There's No One-size-fits-all Method for Channel Distribution

In the face of an onslaught of streaming services, linear content distribution still remains remarkably resilient and relevant to consumers. Distributors have multiple technology choices for delivering their channels to customers, with satellite maximizing reach across Pay TV platforms, fiber enabling robust delivery of localized channel versions, and internet feeds enabling rapid coverage of hard-to-reach operators.

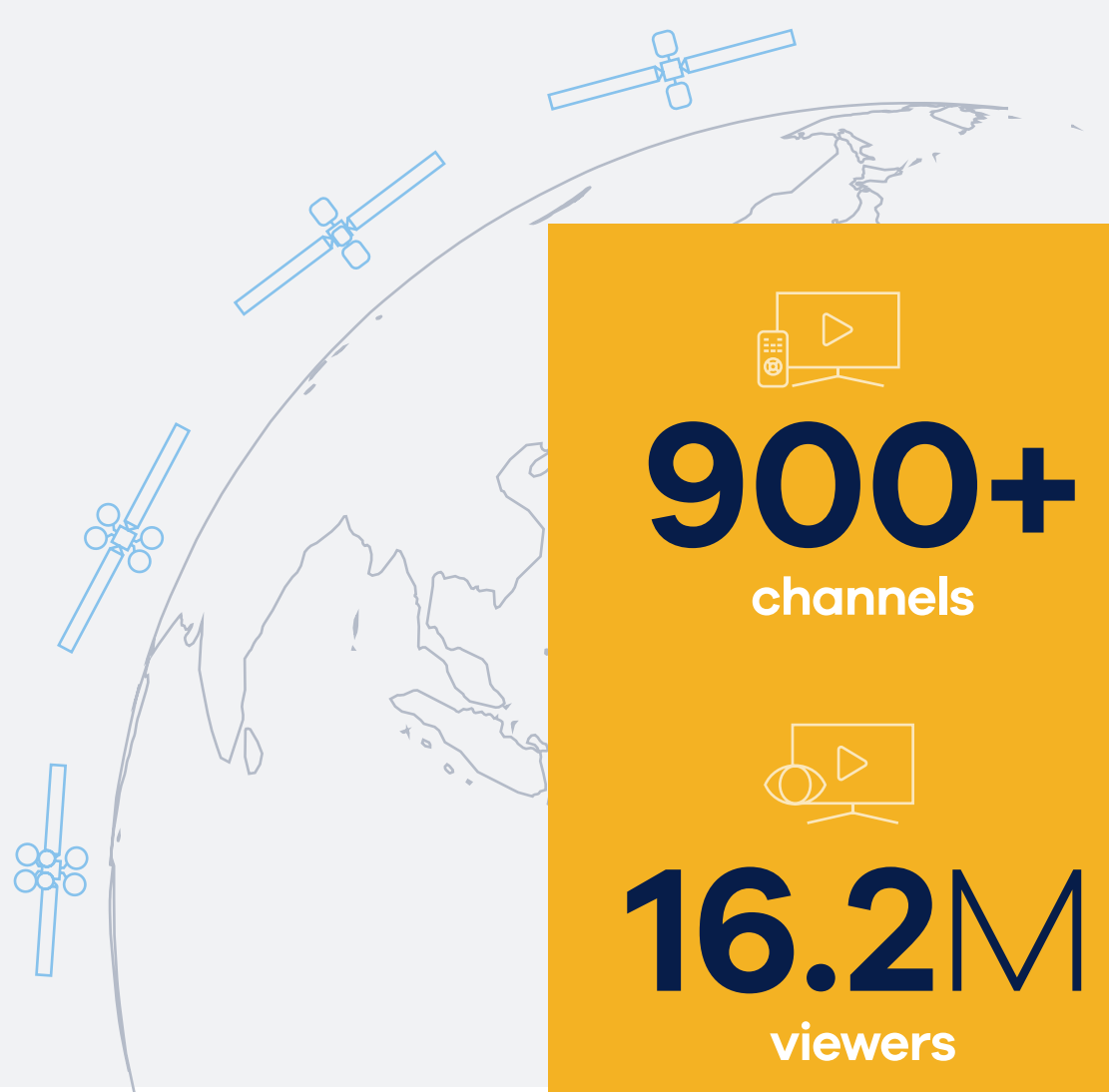
(HH 000s)	Satellite DTH HHs	IPTV HHs	Cable TV HHs	Total pay-TV HHs* 2022	Forecast HHs 2027	TV HH growth (CAGR 2022-27)
Bulgaria	833	631	500	1,964	2,122	1.6%
Czech Republic	915	929	728	2,572	2,571	0.0%
Hungary	586	1,126	1,831	3,624	3,806	1.0%
Moldova	N/A	241	169	409	499	4.0%
Poland	5,958	2,318	4,230	12,505	12,620	0.2%
Romania	1,311	153	5,573	7,037	7,255	0.5%
Slovakia	1,059	379	334	1,793	1,929	1.5%

*Total pay TV HHs also includes pay terrestrial

Source: Ampere Analysis

Intelsat 1West: Maximizing Reach In Central and Eastern Europe

Intelsat's 1West video neighborhood is a multi-satellite media distribution solution, which consists of four satellites: IS-10-02, Thor 5, Thor 6, and Thor 7. 1West delivers access to high power wide beams for more expansive coverage in Central and Eastern Europe with over 900 channels capturing over 16.2 million viewers.



900+
channels

16.2M
viewers

Hello, Hybrid: Varied Distribution Wins out

The smart strategy for content providers is to blend all three channel distribution methods to maximize overall reach, while maintaining flexibility. Intelsat supports all three methods through an integrated space and ground network—offering the most flexible long-term solution.

	Household reach	Time-to-market	Ease of management	Reliability of feeds	Quality for affiliates	Main use case advantage
Satellite	●	●	●	●	●	Widest reach of pay TV households at lowest cost for cross-market channels.
Fiber	●	●	●	●	●	High-quality, robust feeds for market-specific premium channels.
Internet	●	●	●	●	●	Fast time-to-market, opening new channel distribution opportunities and enabling cloud operations.
Hybrid	●	●	●	●	●	Hybrid delivery reaches the widest audience fastest, with distribution tailored to the needs of each market and operator.

To learn more, [download Media Market Watch 2023: Central and Eastern Europe](#)