

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

Get to Know the sub-Saharan African Viewer

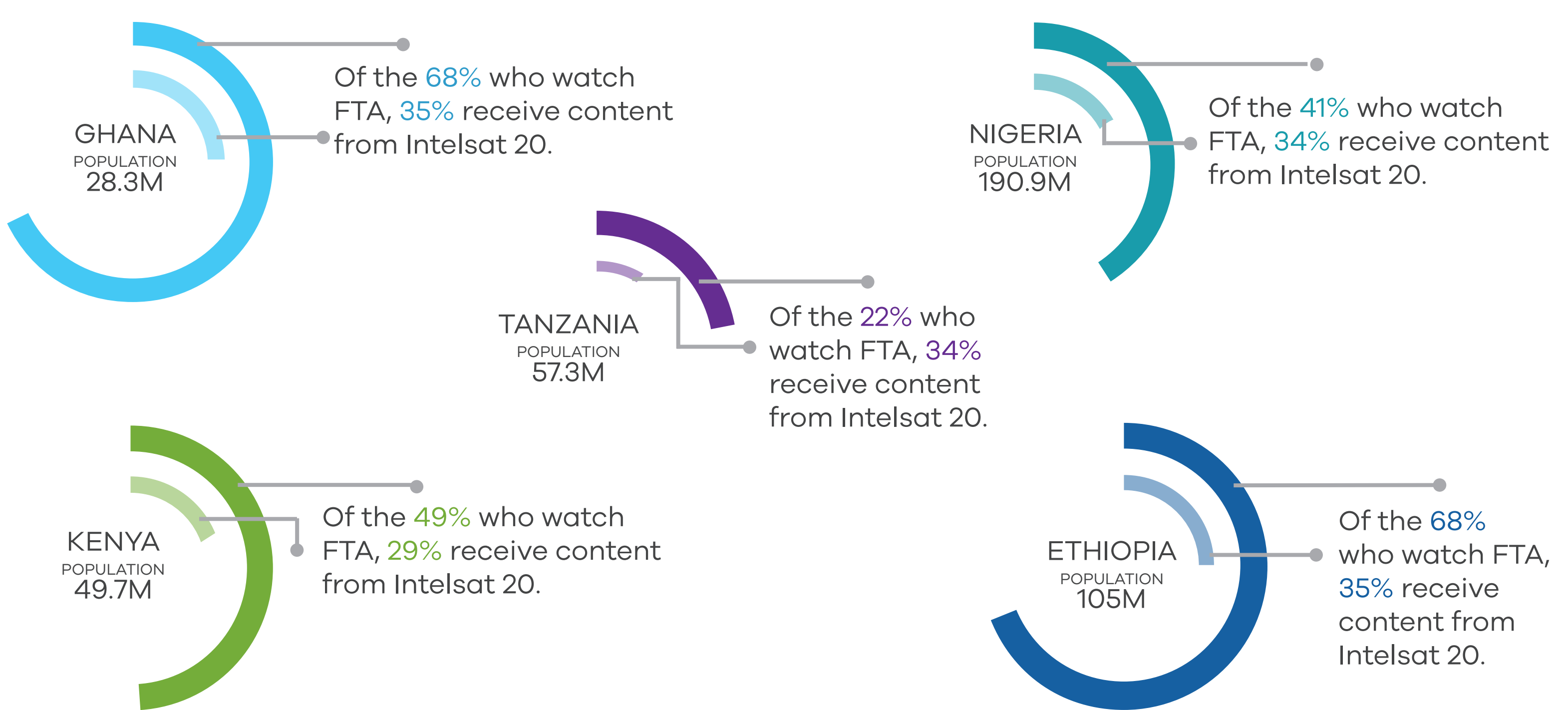
58%
Still Have the Potential to be Reached by TV Penetration

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

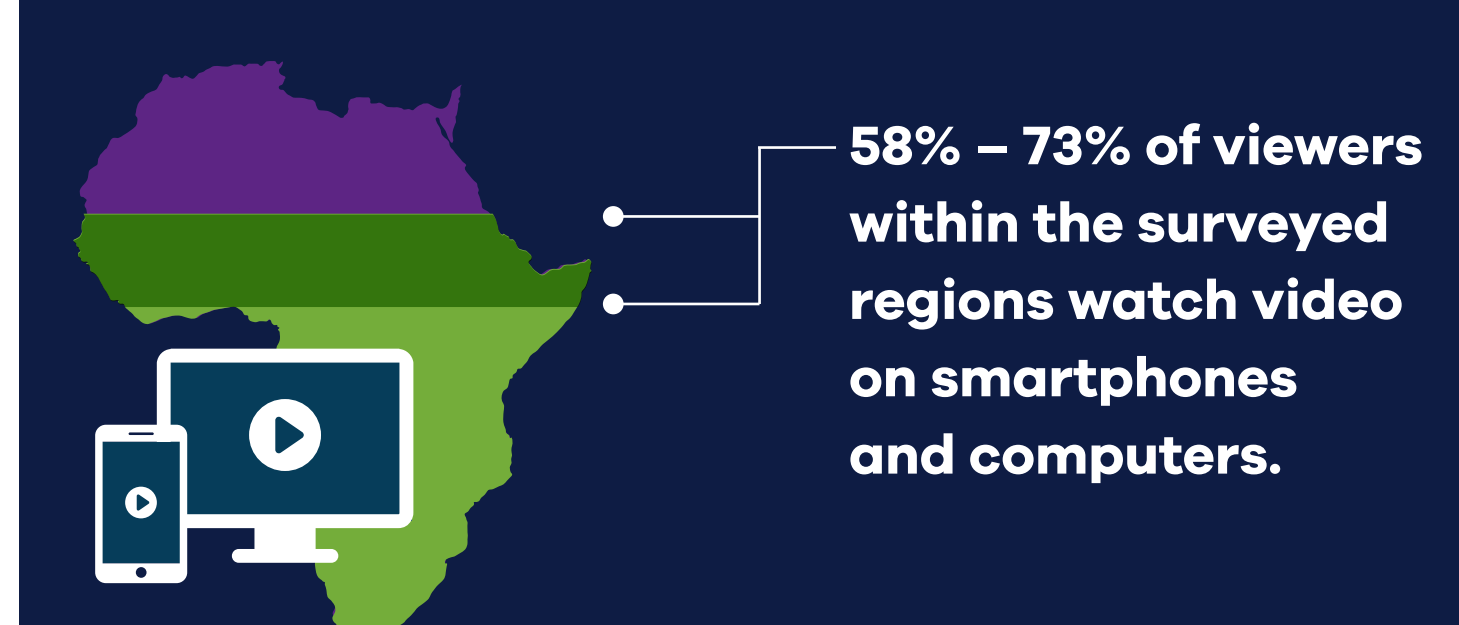
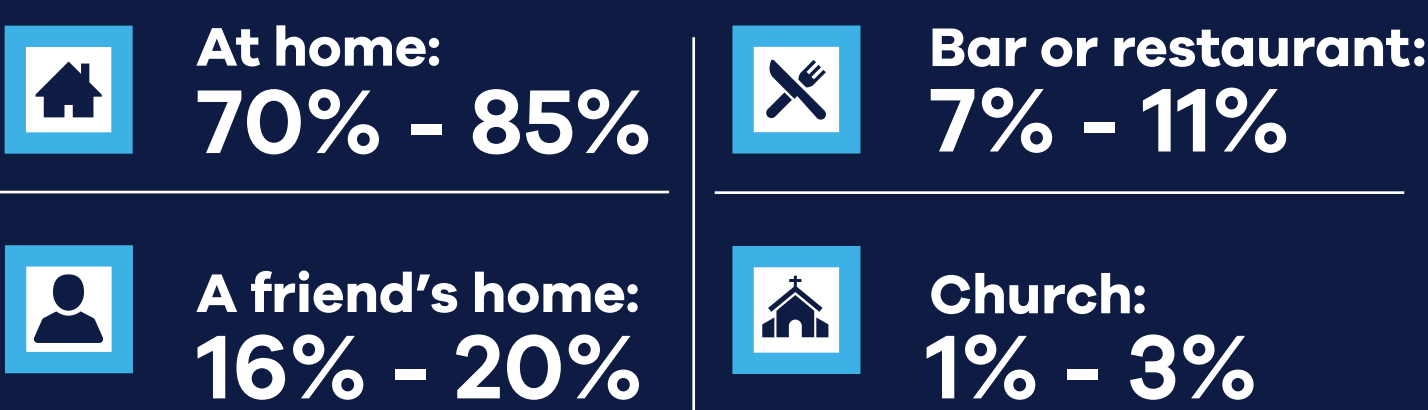
Ages **15-34**
Watch the Most TV

Most Viewership Comes from **Urban Areas**

Understanding Viewership Habits of FTA Channels



The location of TV viewership varies:



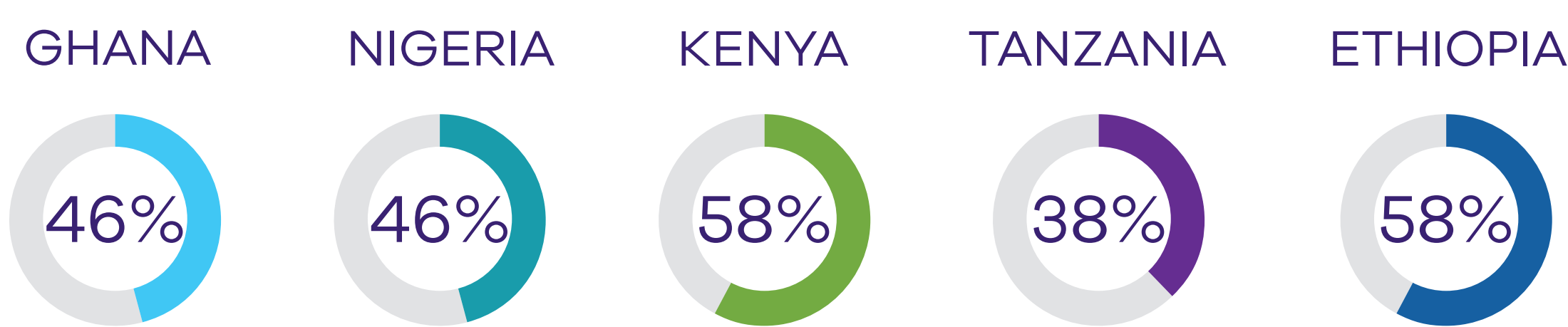
Fueling the Transition to Digital Broadcasting

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



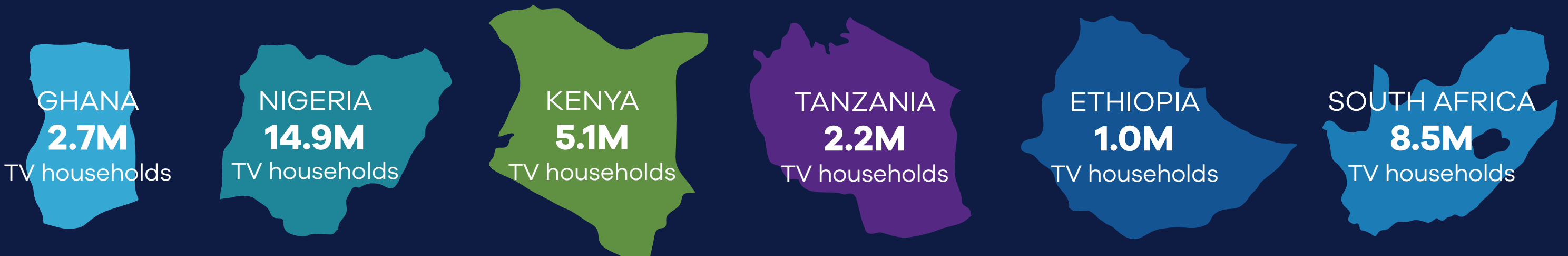
The Desire for HD Content

A large segment of sub-Saharan African viewers are interested in receiving HD channels in and outside their homes.



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 40 million TV households in Africa already receive FTA channels from IS-20**



OVER 550 SD AND HD CHANNELS WITH 192 FTA CHANNELS



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

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

www.intelsat.com/solutions/media