



Measuring audiences on connected TVs:

The satellite operator perspective

WEBINAR

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VP Media Western Europe

Our global media reach

SES provides access to a hyperscaled network



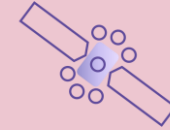
10,900+
channels



2.3 billion+
viewers



99%
coverage of world's
populated region



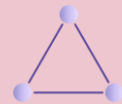
~90
Geostationary
satellites



150
Teleports



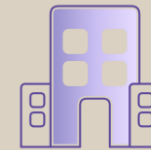
400+
Media customers
worldwide



37
premium
distribution
neighbourhood



30
DTH platforms



700M+
TV homes

Empowering media

We empower our broadcast and media customers to succeed

Reliably delivering premium content with unmatched reach

Driving viewer growth at global scale

Ensuring exceptional viewing experiences for audiences worldwide

Unlocking new revenue opportunities

A changing broadcast industry

Data driven business decisions

**Faster reaction on
market changes**



**Audience led
strategies**



**More content
choice**



More revenue sources



**Content & advertisement monetization
is shifting to enhanced viewer data
collection and big-data analytics**

In today's dynamic, data-driven market
advertisers and audience have endless options

Panel-free, real-time audience
analytics gives broadcasters

Accurate insights into
who's watching,
where, what, and for
how long

Data to reshape
content & scheduling

Ability to increase the
value of content &
advertising revenue

Loyal & responsive
audiences

Why data matters

CPM Broadcast

\$X

Each data point
increases the CPM by

up to **30%**

CPM Addressable

5 data
points

400%

Know Your Audience Like Never Before

Solution



Viewership
by time slots



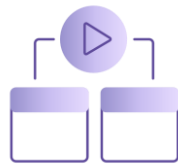
Viewership
by demographics
(income levels)



Live viewership
per minute
across 24 hours



Viewership
by location
- country, city, zip code



Viewership by programs
(top ranked programs)

Real Audience Real-time

Case Study with Customers on 19.2°E

Channel analytics gives you instant insight into real-time audience data

Before: Traditional panels

Traditional Panel (AGF), Nielson, Kantar, BARB



Tracks popular channels (Strongly biased)

Delayed/lagged reporting

Generic panels

Small sample sizes

Limited advert and engagement metrics

After: SES Audience Analytics

HbbTV

Represents your actual audience, at a scale far beyond traditional panels

Larger channel
4.5M+ devices
measured over 4 years

Opt-in rate
60%+
across all channels

Share consent model

19.2°E FTA channels
800K+ devices
to date & increasing

Dwell rate
20mins+
News content

Who's watching, when, and how?

Tracks viewers of your own channel

Real-time

Large panels

Multiple viewership metrics, show rankings

Adverts/performance

CHANNELS

Search Channel

 All Channels (2)

 Demo Chann... 

Demo Channel 02

Channel ID712

Resolution1080i

Framerate25

TimezoneUTC +2

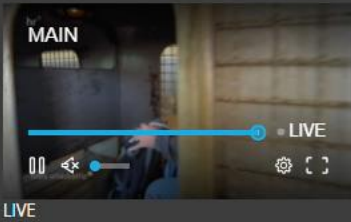
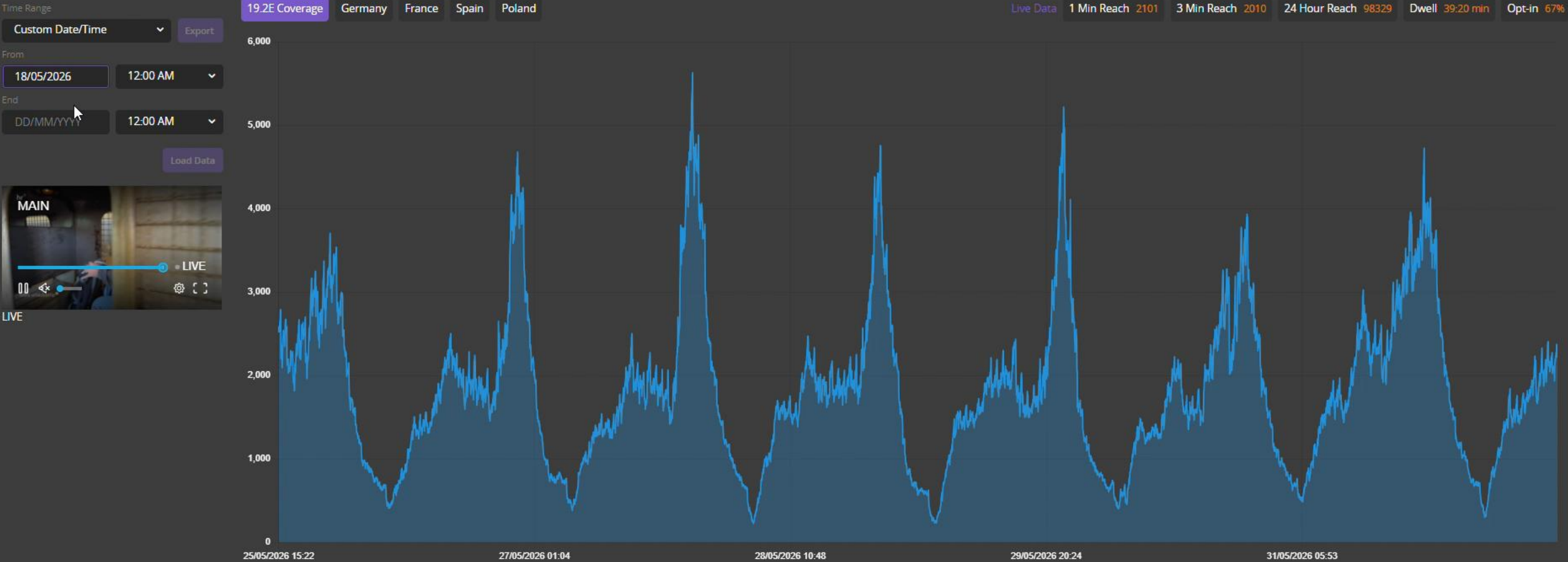


MAIN

Audience Map View

Channel Analytics

Top Programs



CHANNELS

Search Channel

 All Channels (2)

 Demo Chann... 

Demo Channel 02

Channel ID

712

Resolution

1080i

Framerate

25

Timezone

UTC +2



MAIN

Audience Map View

Channel Analytics

Top Programs

19.2E Coverage

Germany

France

Spain

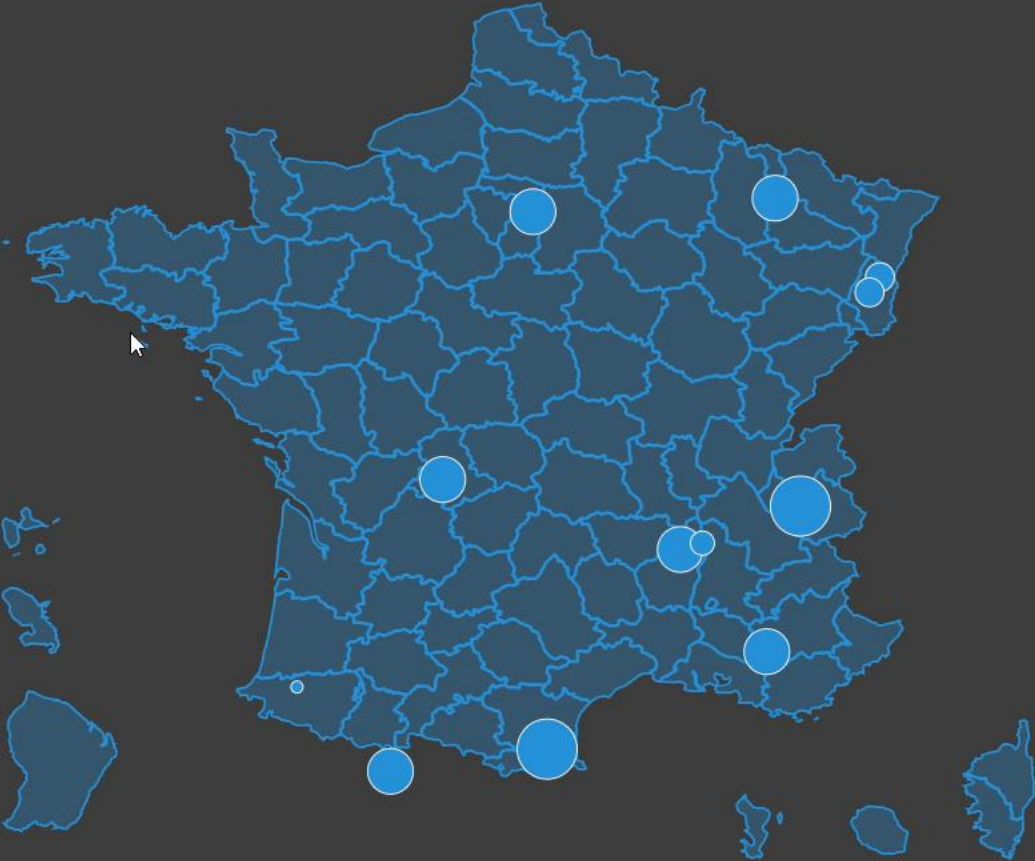
Poland

Live Data

Last Refresh 01/06/2026 13:29:01

+

-



Ranking

Le Pontet	0.81%
Aixe-sur-Vienne	0.43%
Alfortville	0.43%
Campo	0.43%
Desaignes	0.43%
Pierrevert	0.43%
Thiaucourt-Regnieville	0.43%
Colmar	0.16%
Guebwiller	0.16%
Tournon-sur-Rhone	0.11%
Sauveterre-de-Bearn	0.05%

CHANNELS

Search Channel

All Channels (2)

Demo Chann... x

Demo Channel 02

Channel ID712Resolution1080i

Framerate25TimezoneUTC +2



MAIN

Audience Map View

Channel Analytics

Top Programs

 May 31, 2026

Search clear 

Export

Program	Genre	3 Sec Reach	1 Min Reach	3 Min Reach	Conversion : 3 Min Vs 1 Min %	Total Hours Watched (Hrs)	Avg. Dwell
TOTAL	All Genres	769,969	632,072	365,404	58%	277,306	14.4
Home Reset	Lifestyle	25,690	21,044	11,687	56%	9,326	14.4
Weekend Brunch Club	Lifestyle	17,188	13,942	7,249	52%	5,288	12.5
Metro Stories	Lifestyle	14,358	11,618	6,178	53%	4,306	11.6
Green Tomorrow	Lifestyle	12,884	10,272	5,937	58%	4,822	13.4
Music Spotlight	Music	24,738	19,856	9,532	48%	6,724	9.4
Live Lounge Sessions	Music	21,984	17,886	9,017	50%	6,512	9.1
World News Today	News	45,267	38,942	21,647	56%	12,329	11.2
Morning Brief 360	News	44,120	36,780	21,045	57%	11,876	10.9
Sports Roundup	Sports	10,428	8,217	4,026	49%	3,514	9.8
Matchday Central	Sports	10,276	8,108	4,013	49%	3,468	9.6
Future Tech Daily	Technology	12,958	10,124	6,277	62%	5,532	18.1
Code Next	Technology	12,596	9,918	6,211	63%	5,475	17.8

Value for broadcasters

Enhanced audience analytics & data producing valuable outcomes

Increase ad slot value

Provides reach & sell premium on inventory

Better content decisions

Know what resonates, schedule smarter

Higher viewer engagement

Reduce churn & grow loyal audiences

Channel performance validation

Audience profile clarity

Who is watching, when & on what device

Launch new channels with confidence

Validate demand before investing in new properties

Negotiating power

Enter new commercial agreements with distributors & advertisers backed by data

Thank you