



Broadcast transition to IP

IBC 2025

Presented by:
Andreas Breuer

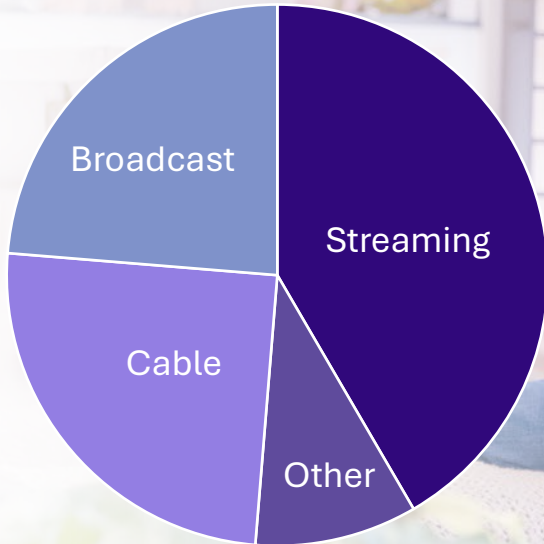
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From the broadcaster perspective,
where do the **main challenges** lie
in terms of IP-based content delivery?
What problems are they encountering
with streaming video?

Media consumption today

- Increase use on wireless devices (mobile, TV set, Apps)
- Linear & non-linear
- **Whatever, Wherever, Whenever** (HD+)
- Internet connected devices (addressable, measurable, targeted)
- Software/App based consumer UI vs Hardware



Source: Nielsen

Consistent quality of service for IP-based content delivery is challenging

Infrastructure

Technical complexity

Latency, buffering, reliability & resilience

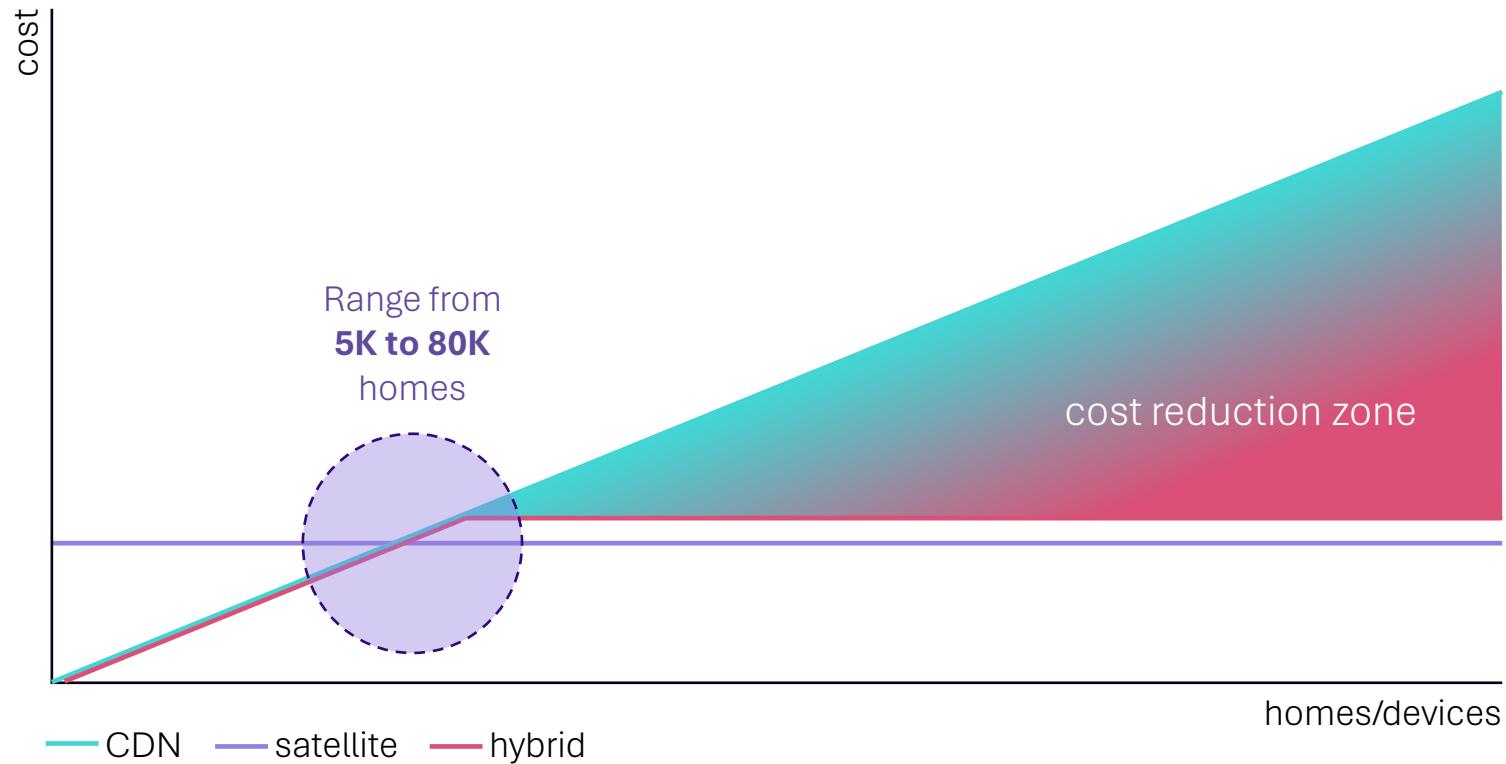
CDN & cloud dependency

Energy consumption & carbon footprint

High quality streaming is especially important during high-demand events like sports

Cost of scaling IP delivery is high

Content distribution cost efficiencies



CDN fees grow with audience size, unlike satellite's fixed-cost model

Device fragmentation complicates delivery

To support for a wide range of platforms and formats

Technology

Personalisation

Binge-watching culture

Global reach

New monetisation models (AVOD/FAST)

Any time, any device, anywhere

Shifting demands requires significant investment in infrastructure, cloud services, and analytics

▶▶ The need to transition to IP

How does the standard
help broadcasters to tap
into new opportunities?

We provide clarity by offering The Hybrid Model

It is not a case of either satellite or IP - often the best choice will be both

The shift to IP-broadcasting allows content owners to

Widen technical reach

Optimise distribution costs

Monetise via 1 subscription

Scale & quality (broadcast & OTT)

Satellite remains best way to reach large audiences with high-quality content

What part does your company play in the ecosystem and what would your message be to broadcasters who are looking to **expand their reach** yet make savings on their infrastructure costs?

Standards critical for success

Changing how we deliver content via satellite

Two standards in particular help to enhance & futureproof satellite/IP TV services.

Standard	For	Broadcaster benefits	Consumer benefits
	- Satellite & terrestrial delivery - Seamless content discovery all devices	- Expands 2nd-screen content offering via DTH & OTT - Aggregates services via 1 subscription for viewers	- Seamless content discovery via any device - Single subscription accessing content
	Converging IP-based satellite content distribution format with OTT	- Combines broadcast networks with satellite-enabled OTT services - Widens reach, creates new use cases & revenue streams - Targeted advertisements	- In Home distribution of content to all devices - Personalisation of content offerings



A main driver of broadcast standardisation, benefiting industry & consumers.



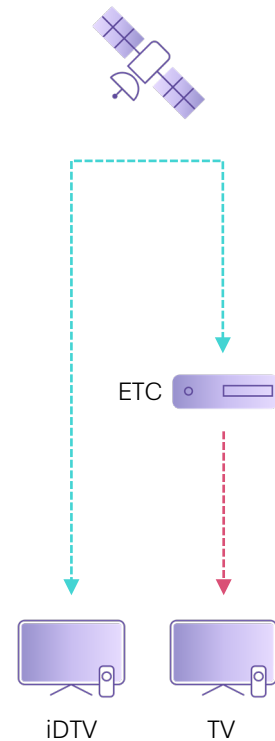
Can you explain how DVB-NIP
creates a **more efficient means**
of content delivery?

What is DVB-NIP?

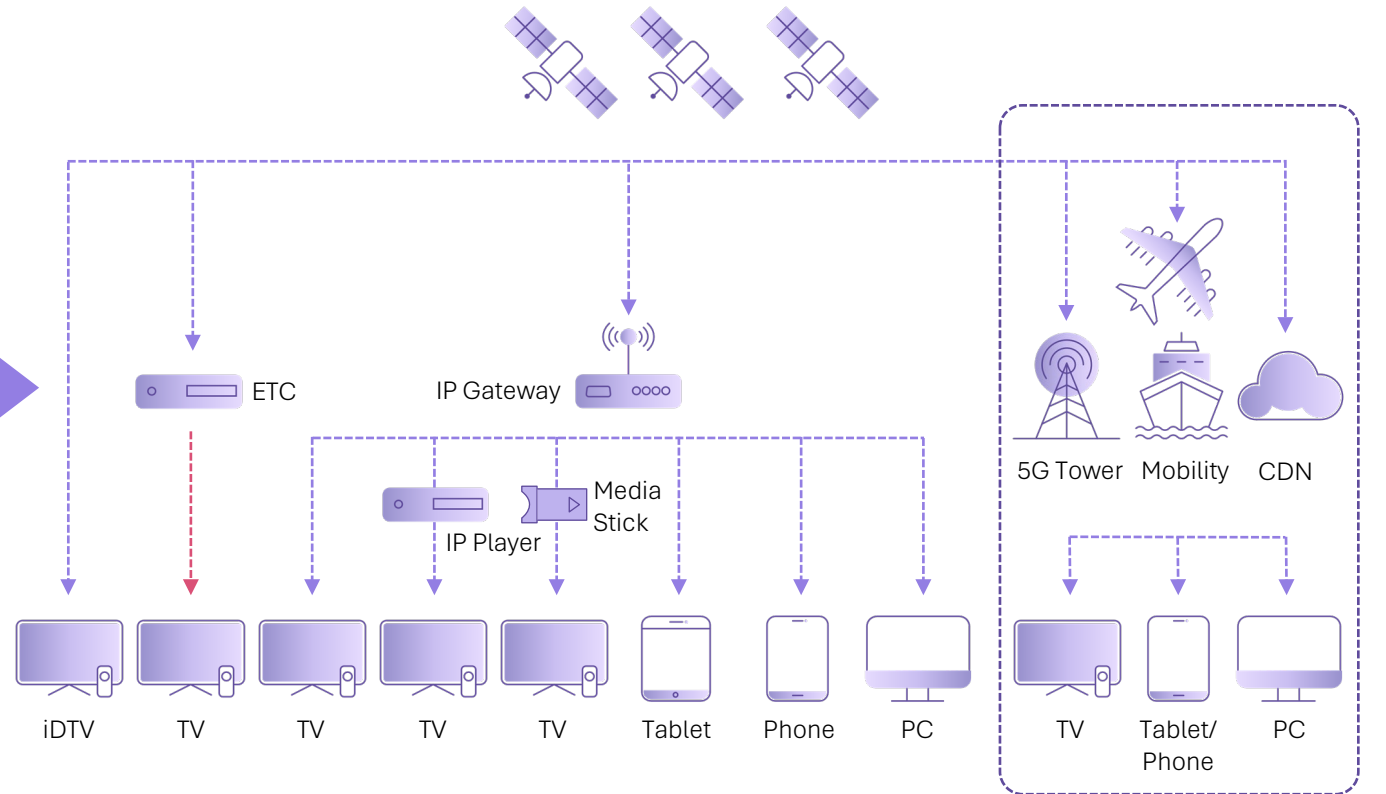
A next-generation, fully converged, IP-based satellite content distribution system with built-in OTT capability

- Enabling the delivery of any OTT-formatted content, whether delivered via satellite or via a CDN
- End-user devices on the local network only see content available via unicast, regardless of how and where it was distributed (e.g. via satellite multicast)

Today - MPEG TS



Tomorrow - IP based



--- MPEG-TS

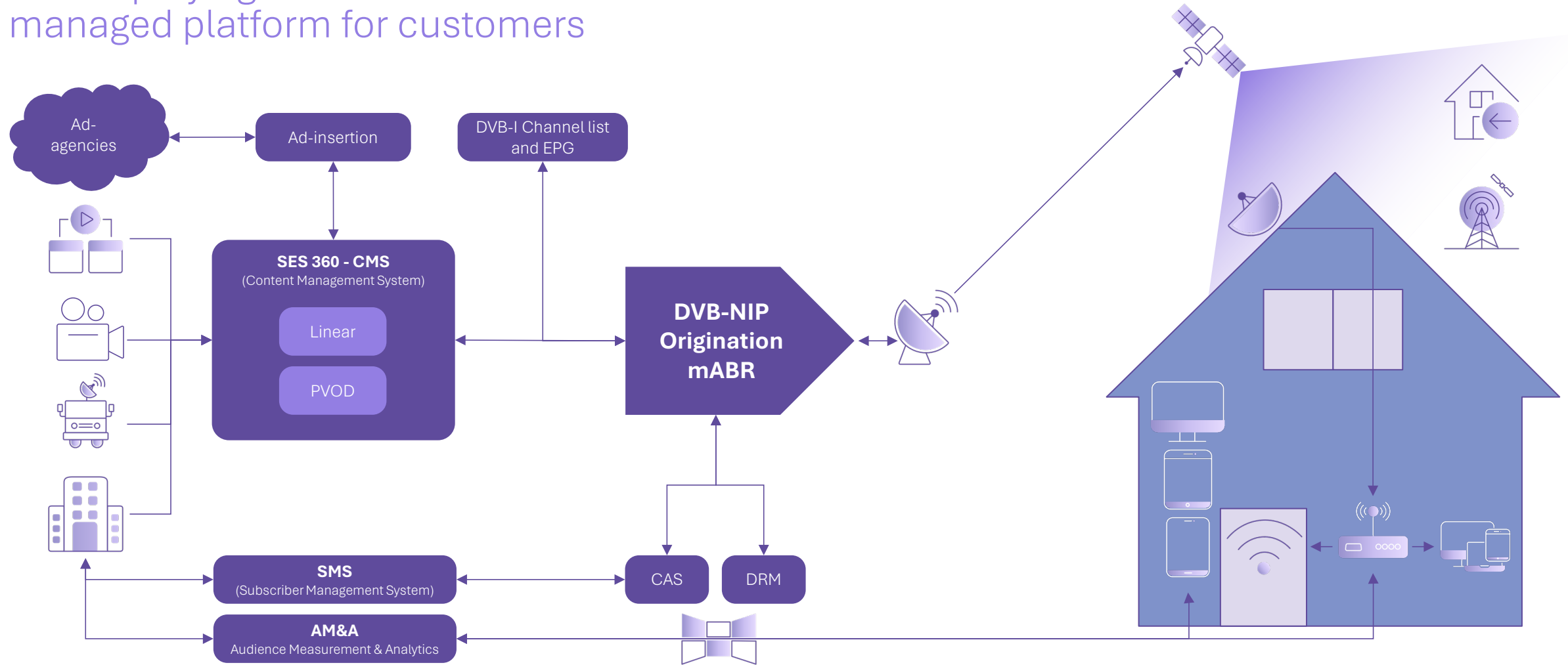
--- IP

--- HDMI

--- Feeding into other IP networks

Use case

SES deploying 1st ever commercial DVB-NIP E2E managed platform for customers



DVB-NIP benefits at a glance

Standard IP format allows to access IP based mobile devices

- Substantially increase broadcast reach
- Facilitates content storage and replay capabilities (PVOD)

Facilitate consumer addressability

- Audience measurement, analytics and recommendation
- Increase monetisation potential

Reduce content origination & distribution cost

- CDN and Edge (5G, IPTV, Cable) contribution
- Reduction of CDN peak usage and cost
- Reduce content distribution formats to single native IP format
- Leverage hybrid distribution infrastructures for max. reach
- Single content origination and packaging

Hybrid Infrastructure resilience

- Bridging broadcast reliability with streaming flexibility
- Consistent delivery across diverse geographies
- Ability to withstand growing number of devices

Conclusion

SES Media innovations are revolutionising the way we experience television

Optimised content distribution

Reach & quality

Consumer convenience

Costs efficiencies

Benefits both broadcasters & consumers

Thanks. Merci. Grazie.
Danke. Gracias.
ありがとう.