

TELEKOM SRBIJA

How SES helped Serbia's largest telco launch new DTH services

Industry

Broadcasting

Location

Europe



In a dynamic market, forging long-term partnerships with suppliers of key services is crucial for any media company. The industry is evolving at an accelerating pace, and when new market opportunities present themselves, broadcasters, telcos and operators need to know they have access to state-of-the-art technologies and a partner they can trust to take quick action and move in an agile manner to make the most of any opportunities that arise.

Telekom Srbija first began working with SES in 2011, and SES was therefore a natural choice when it was looking to launch its new Direct to Home (DTH) service Iris in 2018.

The state-owned telecommunications company is the largest internet provider and the second largest cable operator in Serbia, and was keen to invest in DTH technology to further cement its growing position in the video market. Satellite is the ideal solution as it provides reach in the more remote regions of the country without necessitating serious capital investment in infrastructure. This allows Telekom Srbija to provide almost all Serbian public and private television channels to the entire population, as well as TV Svet, to diaspora communities outside of the country as a free-to-air channel.

Initially broadcast to Serbia, Montenegro, and Bosnia and Herzegovina from SES's key orbital location at 23.5 degrees East, which serves close to 2.9 million DTH households in Europe, M:Sat TV has been a noted success for the company, gaining approximately 150,000 subscribers since launch.

More than 150 channels are available via the M:Sat TV service, with at least 30 in HD, a number that is growing all the time. At the end user point the service is enabled using a cardless set-top box, with an easily accessible installation program of 60cm dishes available for those without existing reception equipment.

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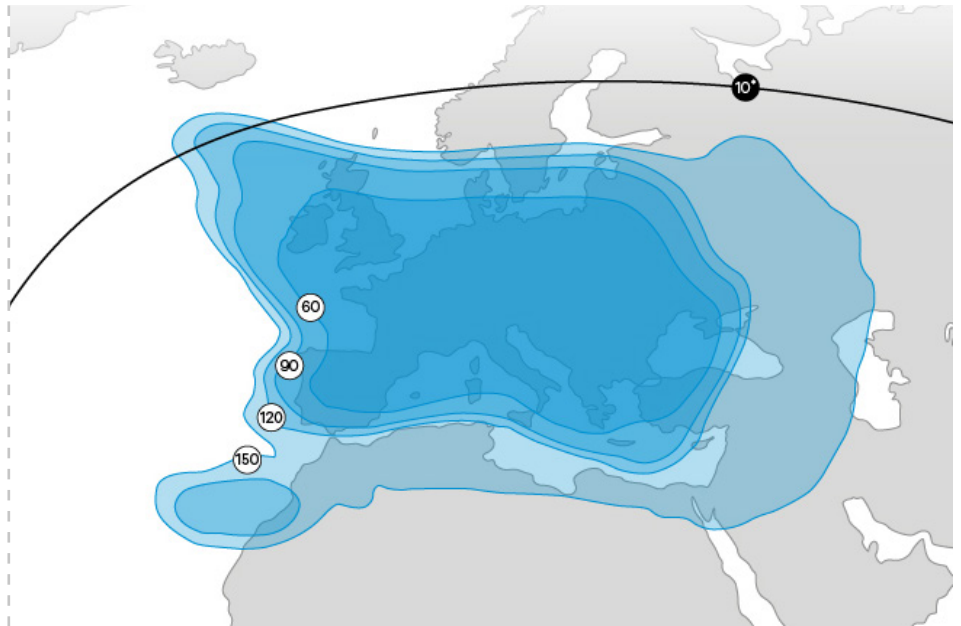


Telekom Srbija is expanding the service too, working with SES to extend its partnership into the future, add capacity, and activate new markets. In 2022 it added a sixth transponder on Astra 3B to the existing five already used, enabling it to expand the M:Sat TV service into North Macedonia. This illustrates the

depth of the partnership between the two companies, SES also contributing to an upgrade of Telekom Srbija's Ivanjica uplink station, as well as running joint marketing campaigns and assisting with sales training and equipment.

Services

- Satellite delivery
- Uplink
- Fiber delivery



BOOSTING SUBSCRIBER NUMBERS

Over and above the commercial solutions provided for video, SES also financed and provided substantial expertise in marketing and logistics support to Telekom Srbija. This included both training and equipping sales agents to help expand the service, as well as developing and launching initiatives specifically aimed at increasing subscriber numbers, such as specially developed competitions.

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“SES has worked with us strategically behind the scenes, increasing our reach, delivering more channels and helping us gain new subscribers by conducting invaluable training sessions with our sales staff to help upgrade their skills and knowledge, and further assist us in our goal to nurture trust-based relationships with our customers.”



ANDREJ DJORDJJEVIC

Head of Department for Private Customers Sales,
Telekom Serbia

OUTCOME



Reach to potential
2.9M
homes



Delivered
150
channels



150K
paid subscribers



HQ
viewing experience



Long term
partnership

For additional information
on this project, please
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